AUGUST 15, 1955

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

The facts behind WHO-TV!

WE could write a book about the facts behind WHO-TV—but from an advertising view-point, it boils down to this.

As of March, 1954, the Iowa Radio-Television Audience Survey showed that 56 out of every 100 Iowa families owned television sets. Today we estimate that WHO-TV's coverage area in Central Iowa has well over 300,000 television sets—viewed by 566,300 city people, 545,100 rural people.

Ask your Free & Peters Colonel for all the WHO-TV facts.

NBC Affiliate

WHO-TV

Channel 13 • Des Moines • NBC

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Free & Peters, Inc. *National Representatives*

WTVR

CHANNEL 6

CBS ABC

WMBG AM WCOD FM WTVR TV

6

IEL 6

BC

It's Easy When You Know How!

MEREDITH
Radio and Television
STATIONS

KANSAS CITY:	**KCMO Radio & KCMO-TV**	The Katz Agency
SYRACUSE:	**WHEN Radio & WHEN-TV**	The Katz Agency
PHOENIX:	**KPHO Radio & KPHO-TV**	The Katz Agency
OMAHA:	**WOW Radio & WOW-TV**	John Blair & Co. and Blair-TV

Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

TEXAS TALL

NEW HORIZONS FOR KRLD-TV, DALLAS

Rising 1685 feet above average surrounding terrain, KRLD-TV's new antenna pushes back the horizon to include many miles of new area and to bring many thousands of new Texas and Oklahoma viewers within Channel 4's widening effective coverage pattern.

Higher than the Washington Monument, taller than the Empire State Building and dwarfing the Eiffel Tower, Texas' highest man-made structure, supporting KRLD-TV's transmission antenna will be completed and operational approximately November 1st.

KRLD-TV serves the Southwest's largest and richest metropolitan market, Dallas and Fort Worth and North Central Texas, with Columbia Broadcasting System's network television programs.

KRLD-TV is Dallas' only television station operating on MAXIMUM POWER.

KRLD-TV has more viewers in Dallas and Fort Worth combined in the cumulative hours 8:00 a.m. until 12:00 midnight, seven days a week, than any other station.

— Pulse, April, 1955

The make sense buy!

KRLD-TV The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

closed circuit®

ALL TO SPOT • Significant switch in advertising is being planned by Monsanto Chemical Co. In about one-third of nation's markets, advertising budget for Monsanto's All washing machine detergent will be diverted from newspapers to daytime tv. Twenty-second and minute announcements will be used in campaign, which stacks up as direct gain for tv and direct loss for newspapers. Agency: Needham, Louis & Brorby, Chicago.

B•T

MBS hopes to attract eight national advertisers to underwrite super-quiz show entitled Quarter Million Quiz, *which will start on network in October for half-hour at noon and one hour in evening, 10-11 p.m., five days per week. Eight contestants daily will compete for prize money, which will be topped at $250,000. Advertisers will be offered quarter-hour strips.*

B•T

CBS COLOR COMING • CBS-TV expected to reveal its long-awaited color plans next week. Revelation probably will include announcement of striking engineering development that will enable network to transmit color from four separate studios on West Coast.

B•T

THAT plan to squeeze in several hundreds vhf channels under present 170-mile separation rules [B•T, Aug. 8] has lighted gleams in eyes of Washington attorneys and engineers, both ways. One is vision of deluge of hearings; other apathy on degrading big station coverage. "What's the use of going up to maximum power and antenna heights, if all we're going to be allowed is 50-60 miles?" one engineer commented. Attorneys agree that no move can be made without rule-making; whereas plan suggested it could be done on case-by-case basis [B•T, Aug. 8].

B•T

U. S.-MEXICO RADIO • If accord is reached on U. S.-Mexico radio allocations plan (and both sides appear optimistic), chances are formal signing will occur in Mexico City before month's end. Talks were recessed in Washington July 28 to allow clearance with respective governments on tentative accord reached.

B•T

U. S.-Mexican Plan provides: Recognition by U. S. of Mexican use of 540 kc on primary basis along with Canada; secondary use by Mexico of 660 kc (WRCA New York), 830 kc (WCCO Minneapolis), 760 kc (WJR Detroit) but limited to 5 kw night with limitation of 50 microvolts at border; Mexico protects all 24 U. S. clears, plus 1030 kc (WBZ Boston) which becomes 1-A, and U. S. in turn recognizes all eight Mexican clears. Agreement would be for five years, superseding "gentleman's agreement," and would complete U. S. understanding with all other NARBA nations. Daytimers here would get increase in power from 1 to 5 kw except in areas adjacent to Mexican border, but would lose out on nighttime operation on Mexican clears. There would be reciprocal boosts also for power of regional and local stations, now limited to 5 kw and 250 w respectively.

B•T

NEW 'MONITOR' BUSINESS • New orders for NBC Radio's *Monitor* weekend service, amounting to more than $200,000, due to be announced by network sometime this week. Purchasers understood to include Charles Antell Inc., Baltimore, through Joseph Katz Co., Baltimore; J. B. Williams Co. (shaving cream), Glastonbury, Conn., through J. Walter Thompson Co., New York, and Scripto Inc. (pen and pencils), Atlanta, through Donahue & Coe, Atlanta. Purchase by Scripto said to mark its entry into network radio.

B•T

NEW RESISTANCE is building up among radio stations and representatives on project of NBC to extend Monitor *from 40-hour weekend to all-week basis, daytime* [AT DEADLINE, *Aug. 8*]. *One NBC-affiliated station head said plan would spell end of national spot business, since advertiser can buy spot in* Monitor *from network on his station for $4 as against his national spot rate of $40. " It's as serious as that," he said.*

B•T

DUMONT SPIN TO PARAMOUNT? Now that broadcast operations of DuMont have been spun off into separate corporate entity (story page 64) insiders predict that if and when WABD (TV) New York and WTTG (TV) Washington, remaining tv stations of DuMont, are sold, they will go to Paramount Pictures Corp. Latter owns 26% of DuMont, is sole owner of KTLA (TV) Los Angeles, holds 80% of International Telemeter (subscription tv project). Deal with DuMont Labs, it's thought, could evolve from stock transactions. Price tag on WABD reportedly is $5 million; for WTTG, $3 million.

B•T

DUMONT plan to quit tv networking (story page 64) is understood to be based on feeling that film packaging will flourish in tv. DuMont Labs, which would continue to own and operate Electronicam, live-film camera system, under new corporate plan, is emphasizing potential of that operation as compared with live networking.

B•T

HOP-SCOTCH SCHEDULING • General Mills, Minneapolis, is lining up availabilities for unusual schedule for as yet unnamed product. To start mid-September, campaign will use radio spot announcements on Wednesdays, Thursdays and Fridays only; it'll cover total of 16 weeks, but in four-week segments with intervening hiatuses rather than consecutively. Dancer-Fitzgerald-Sample, New York, is handling.

B•T

MAJOR radio-tv advertiser, Sterling Drug Inc., is expected to be soundly slapped by influential labor group for production in England of U. S. tv commercials for Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Haley's M-O and Energine. California State Theatrical Federation, representing 67,000 members of AFL entertainment industry guilds, is to take action in convention at San Diego today (Mon.). West Coast move by AFL group is seen as springboard for national battle by organized labor against low cost production in foreign countries of tv commercials to advertise American products on American stations.

B•T

MORE RADIO FOR MILES? Miles Labs, Elkhart, Ind., which was pioneer radio success story but which has retrenched on am side in recent months, is now considering schedule on Keystone Broadcasting System. Miles currently has three network radio properties (all on NBC) and little or no spot, and is spending about 70% of broadcast budget on tv.

B•T

LESTER W. SPILLANE, newly appointed chief of FCC's Renewal and Transfer Division, personally has assumed charge of inquiry into pending exchange of Westinghouse's Philadelphia stations (WPTZ [TV] and KYW) for NBC's Cleveland stations (WNBK [TV] and WTAM) ordered by FCC following allegations of "coercion." Mr. Spillane met last Tuesday with representatives of NBC and Westinghouse and left Wednesday for New York to inspect files at headquarters of both companies on transaction whereby Westinghouse would receive $3,000,000 cash in addition to exchange of properties. Validity of charges of pressure also will be inquired into by Mr. Spillane and Robert D. J. Leahy of his division, also assigned to case.

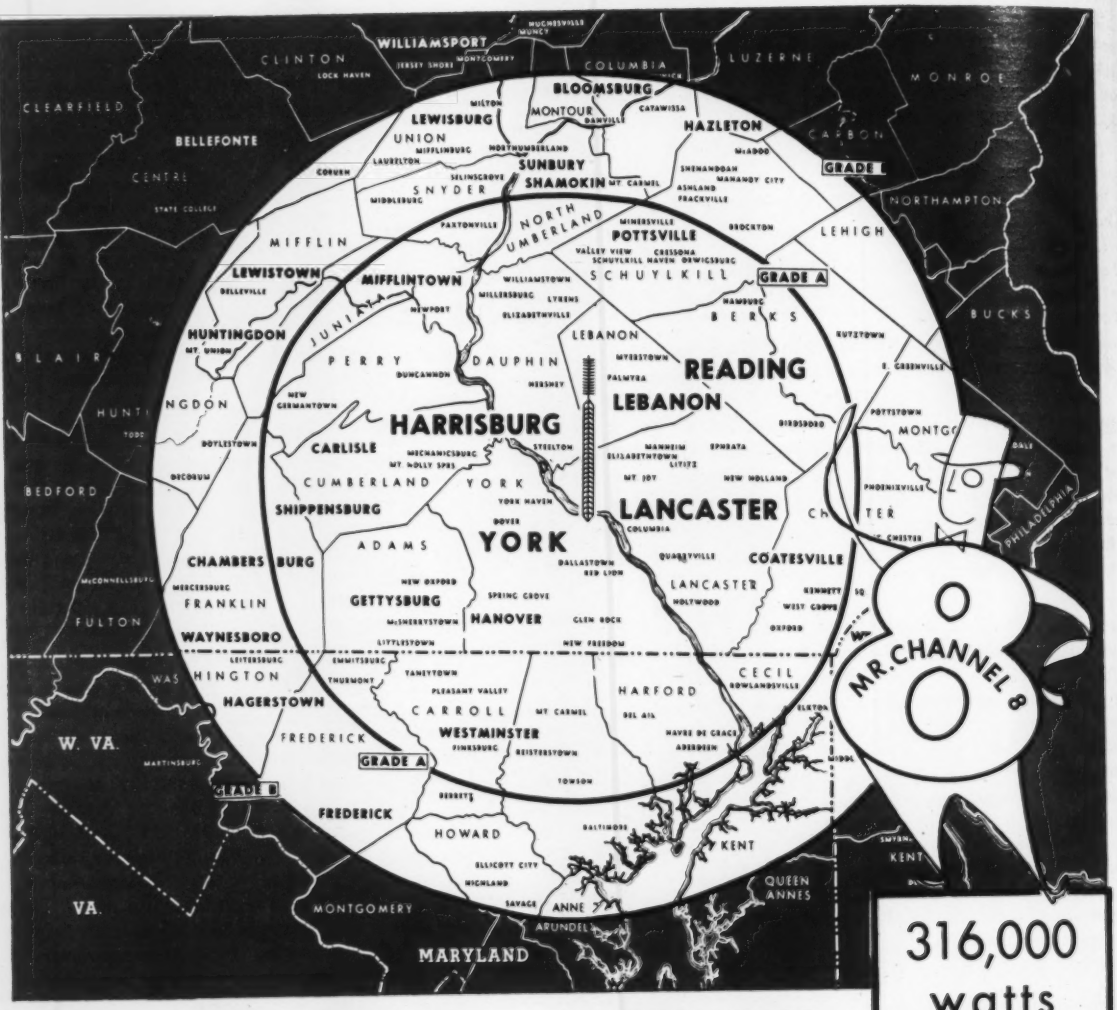
B•T

GITTINGER RETIRING • William C. Gittinger, veteran CBS executive and for past several years vice president and assistant to CBS Inc. President Frank Stanton, retires Sept. 5—second executive to do so by recent CBS Inc. board action. Earl C. Gammons, Washington vice president, retires Sept. 1 but continues as consultant in Washington.

B•T

REPORTS are current that definite move to merge IBEW (AFL) and NABET (formerly independent, now CIO) is underway and should be ratified by December. Only details remain to be ironed out, says report.

AMERICA'S 10th TV MARKET



WGAL-TV

LANCASTER, PENNA.

STEINMAN STATION
Clair McCollough, Pres.

NBC and CBS

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3½ million people who have $5½ billion to spend each year—America's 10th TV Market.

Representatives:

MEEKER TV, INC.

New York
Los Angeles
Chicago
San Francisco

at deadline

Radio-Tv Cover Connie; Some Stations Off Air

RADIO and television networks were alerted Friday to provide all-out coverage of Hurricane Connie, with all carrying news on regularly-scheduled newscasts and interrupting shows with bulletins.

Meanwhile, tempest-wracked North Carolina stations in Wilmington and Morehead City faced power failures early Friday, but whether stations were operating with standby generators or were forced off air could not be ascertained. Regular communications services were unavailable. As of late Friday, no reports of damage to radio or tv stations had been received.

New York, drenched with heaviest rain in years, was blanketed by network staffs for expected gale-force winds.

NBC-TV had its Cadillac "tv eye" standing by for immediate assignment to any spot in New York metropolitan area. Camera crews were also stationed at Asbury Park, N. J., and Atlantic Beach, L. I. NBC Radio's W. W. Chaplin was standing by at Weather Bureau headquarters in Riverhead, L. I., from which vantage point he was to send live broadcasts from time to time. NBC Radio was using periodic reports from affiliated stations all last week.

CBS-TV carried hurricane news on its regularly scheduled news shows. Stringers for network were on call to report effects of storm in areas where hardest blow was expected. CBS Radio presented special program, "Hurricane Report," Friday (5:15-5:30 p.m., EDT), and planned spot coverage in accordance with developments.

DuMont carried hurricane news on regularly-scheduled shows and bulletins when required. In event storm hit New York area directly, network's New York outlet planned half-hour evening telecast on "Operation Hurricane."

Mutual Friday arranged for special pickups from North Carolina and Virginia and used them on regular newscasts. Network alerted its New York staff to provide special coverage.

ABC placed news staff on 24-hour standby assignment.

Among North Carolina radio stations forced off air were WMFD and WGNI, both Wilmington, and WMBL Morehead City. Whether these were minor or extended interruptions could not be learned.

WPTF Raleigh (see story page 29) stationed Worth White, station promotion manager, at amateur station in Raleigh tied into hurricane amateur radio net of 50-60 hams. He broadcast direct from Raleigh ham "shack." Mr. White estimated WPTF had devoted more broadcast time in three days on Hurricane Connie than it had to any other disaster in its history.

At Washington National Airport, site of Weather Bureau installation for Washington area, Weather Bureau set up power and line connections to accommodate tv coverage. It also made special large letters on some of its maps to aid legibility over tv.

OPERA INTEREST

SWISSAIR, New York, reports that inquiries for firm's European opera tour have more than doubled as result of nationwide surge of opera interest credited to *$64,000 Question*, Tuesdays, CBS-TV. Knowledge of opera earned $32,000 and $8,000, respectively, for contestants Gino Prato and Barard McMichael. New stock of opera tour folders had to be specially re-printed to fill information demand, SwissAir said.

• BUSINESS BRIEFLY

100 RADIO MARKETS • Westinghouse Electric Corp. (refrigerators), Pittsburgh, using intensive two-week saturation radio spot announcement campaign Sept. 12-23. Frequency of spots will vary from station to station, but approximately 100 markets will be used. McCann-Erickson, N. Y., is agency.

PETER PAUL SPREAD • Peter Paul Inc. (Mounds and Almond Joy candy bars) planning television spot announcement campaign which will cover more than 100 markets before year is out. About 40 markets will start Sept. 18. Contract through Dancer-Fitzgerald-Sample, N. Y., is for 27 weeks.

BACK AGAIN • National Biscuit Co., N. Y., resuming its three quarter-hour transcribed radio programs, *Statesmen's Quartet*, Mondays, Wednesday and Fridays, in about 35 markets, effective Sept. 18 for 13 weeks. Advertiser had run 26 weeks preceding summer hiatus. McCann-Erickson, N. Y., is agency.

'COLOR SPREAD' SRO • NBC-TV's *Color Spread* series reported "near sell-out" with only four of 80 participations through August 1956 remaining unsold. Latest sponsor said to be Lewis-Howe (Tums). Program will be launched Oct. 9.

MINUTE SPOTS • Bristol-Myers (Sal Hepatica), N. Y., through Young & Rubicam, N. Y., planning 14-week spot announcement campaign effective Sept. 12 in about 30 radio markets. Early morning and early evening will be used for one-minute spot schedule.

DYNAMICS ON TV • General Dynamics Corp., N. Y., on behalf of its Electro-Dynamic Electric Boat, Stromberg-Carlson, General Atomic and Canadair Divs., started sponsorship yesterday (Sun.) of *Youth Wants to Know* on NBC-TV (Sun., 2:30-3 p.m. EDT) for 13 weeks. Commercials will concentrate on public service themes, such as advances in nuclear medicine and engineering training for young men. Agency: Morey, Humm & Johnstone, N.Y.

Concentrated Campaign Planned by Bulova Watch

BULOVA Watch Co. will introduce Oct. 19 its newest watch, "La Petite," for which most concentrated advertising campaign in firm's history will be used, according to John H. Ballard, Bulova president.

More than 275 radio and tv stations will start campaign simultaneously on evening of Oct. 19 with barrage of 20-second spots. In addition, Bulova jewelers throughout country will break with series of radio, television and newspaper ads. McCann-Erickson, N. Y., is Bulova's agency.

Radio Set Sales Top 1954; Tv Retailing at New Peak

RETAIL sales of radios (auto sets not included) totaled 2,429,018 sets in first six months of 1955 compared to 2,410,893 in same 1954 period, according to Radio - Electronics - Tv Mfrs. Assn. Tv set sales in first half of 1955 totaled 3,202,995 receivers, setting new high mark for first half of year since manufacture was started. Sales in first half of 1954 totaled 2,805,760 sets.

Sales of radio sets at retail in June (five-week reporting month) totaled 421,387 sets compared to 398,449 in May and 537,494 for same month year ago. RETMA previously reported that 3,661,416 auto radios had been made in first half of year, 584,567 of them in June. Few auto sets move in retail channels. June tv set sales totaled 430,347 units compared to 416,908 in May and 351,885 in June 1954.

New Re-Run Plan Devised, May Be Key to End Strike

PROSPECTS for settlement this week, possibly Wednesday, of two-week-old nationwide strike of 10,000 members of Screen Actors Guild against producers of tv entertainment film appeared bright in Hollywood late Friday as negotiators announced they had reached formula on re-run payments (early story page 101). Formula not to be disclosed until approval by board of SAG, Alliance of Television Film Producers and Assn. of Motion Picture Producers, plus membership of SAG. Mass meeting of SAG called Tuesday night at Hollywood Bowl.

Meanwhile, Warren Wade Productions, New York, signed interim agreement with Screen Actors.

N. Y. Rally to Fete House Red Hunters

STATEMENT issued last Friday by some 70 persons in professions, arts, business, clergy and veterans' organizations urged public support for House Un-American Activities Committee hearings into Communist infiltration of entertainment industry, including radio-tv, which open in New York today (Monday) (story page 80). Signers of statement also will co-sponsor rally today in Hotel New Yorker for members of House committee. Other sponsor is Alliance Inc., anti-communist group in New York.

Signers of statement, Alliance said, included John T. Flynn, radio-tv commentator; Vincent W. Hartnett, entertainment field consultant; Vinton J. Hayworth, actor; Victor Lasky, writer; Burton Rascoe, tv critic; Godfrey P. Schmidt, president, AWARE Inc.; Noble Sissle, president, Negro actors Guild of America; George Sokolsky, radio-tv commentator-writer, and J. P. Ellis, identified only as in "advertising."

Traveling Salesman!

WJBK-TV GOES FAR AND WIDE TO MAKE SALES FOR YOU THROUGHOUT THE HUGE DETROIT-SOUTHERN MICHIGAN MARKET

Area Survey Figures Show
***WJBK-TV** Tops 'em All!*

Look at these typical ARB figures for March, 1955, for example:

IN FLINT, 58 miles from downtown Detroit:

47% tune most to WJBK-TV before 6:00 P.M.
14% to 2nd Detroit station; 3% to 3rd Detroit station

48% tune most to WJBK-TV after 6:00 P.M.
14% to 2nd Detroit station; 3% to 3rd Detroit station

IN ANN ARBOR, 40 miles from downtown Detroit:

26% tune most to WJBK-TV before 6:00 P.M.
18% to 2nd Detroit station; 13% to 3rd Detroit station

43% tune most to WJBK-TV after 6:00 P.M.
25% to 2nd Detroit station; 8% to 3rd Detroit station

There's a lot more to the "Detroit Television Market" than just Detroit alone! More than 800,000 TV homes out of 1,590,000 are outside Wayne County. For real area coverage, you need the station that's most welcome in those homes, as well as in Detroit . . . WJBK-TV.

Success story after success story in our files show the far-reaching selling power of WJBK-TV's top CBS and local programming, 1,057-foot tower and 100,000 watt maximum power. We'd welcome a chance to do a selling job for *you* in this multi-million dollar Michigan market.

WJBK-TV CHANNEL 2 DETROIT

STORER STATION

by THE KATZ

National Sales
TOM
118 E. 57th
ELDORADO

at deadline

CROSBY, BROWN, FETZER NEGOTIATE TO BUY KFEQ-AM-TV ST. JOSEPH, MO.

NEGOTIATIONS for sale of KFEQ-AM-TV St. Joseph, Mo., for $635,000 to group including Bing Crosby; Kenyon Brown, KWFT-AM-TV Wichita Falls, Tex.; John E. Fetzer, president of Fetzer Broadcasting Co., and George Coleman, president, First National Bank of Miami, Okla., in final stages last Friday. Seller is Barton Pitts, owner of St. Joseph *News & Gazette*, who wants to retire from station operation for health reasons.

Transaction contemplates $550,000 for station properties, plus assumption of approximately $185,000 long-term debt. Cash payment would be $200,000 down, with balance over five-year period. Transaction being handled by Robert Grant of Kidder Peabody & Co., Chicago, with Paul O'Bryan of Dow, Lohnes & Albertson, Washington attorney, acting for purchasers, and Samuel Slaughter of Pierson, Ball & Dowd, for KFEQ Inc. KFEQ-TV operates on ch. 2, with 52 kw visual, 26 kw aural, is CBS-affiliated, and has been on air since 1953. KFEQ, founded in 1923, operates on 680 kc, with 5 kw, is MBS affiliated. Both stations are represented by Headley-Reed Co.

Altoona Sale to Triangle Reported All But Signed

COMMITMENT on $3.6 million purchase of WFBG-AM-TV Altoona, Pa., by Triangle Publications Inc. [B•T, Aug. 8] confirmed Friday by Roger W. Clipp, general manager of *Philadelphia Inquirer* stations (WFIL-AM-FM-TV Philadelphia). Mr. Clipp said no papers yet had been signed, but estimated that application for FCC approval to transfer would be filed with Commission either late this week or early next week. Triangle broadcast officials met Thursday in Philadelphia to discuss acquisition (see page 88).

Theatre Group Makes Bid For Low-Power Vhf

REQUEST that FCC amend tv allocations to add ch. 8 to Elk City, Okla., was made Friday by Video Independent Theatres Inc., which said it would apply for low-power vhf operation if petition is granted. Video Independent is group of businessmen owning 140 theatres in Oklahoma and Texas. Principal owner is Henry S. Griffing who has 12% interest in KWTV (TV) Oklahoma City.

Video Independent asked that ch. 8 be assigned to Elk City by deleting it from Woodward and adding ch. 35 to the latter city. It pointed out no applications are pending at either city and the switch would meet separation requirements. Population of Beckham County (Elk City) is 21,627, while that of Woodward County is 14,383, Video Independent stated.

WRAL Hits De-Intermixture

WRAL Raleigh, N. C., holder of FCC examiner's initial decision favoring it for ch. 5 there, Friday opposed de-intermixture petition of ch. 28 WNAO-TV Raleigh, which asked that ch. 5 be switched from Raleigh to Rocky Mount [B•T, Aug. 8]. WRAL told FCC ch. 5 at Rocky Mount would put almost Grade A service in Raleigh and Grade B service would encompass practically all, if not all, of WNAO-TV's service area. WRAL further stated that ch. 11 at Durham (WTVD [TV]) would still give excellent service throughout all of WNAO-TV's service area.

SAFE DEPOSIT

AMERICAN Broadcasting - Paramount Theatres Inc., ABC parent, has no complaints about its 35% investment in $17 million Disneyland amusement park at Anaheim, Calif. Unofficial report is first three-week Disneyland gross (not including food) tops $1 million.

NBC Can Play Coast to Coast

NBC announced agreement Friday with American Federation of Musicians, Local 47, Hollywood, to use network's staff orchestera on both radio and tv transcontinental commercial shows provided the house musicians are increased from present 19 to total of 43. It was reported same plan will be offered ABC, CBS and Mutual. Previously, staff musicians could play only for local and regional shows. Musicians are assured of steady employment and NBC expects long-range savings for it and sponsors, network explained.

Huntington Relay Granted

FCC Friday granted permit to AT&T (Long Lines Dept.) for frequency and transmitter to provide tv network service to WHTN-TV Huntington, W. Va., due to begin operations Sept. 15. AT&T transmitter will be located at Skyhigh, W. Va., point on Columbus, Ohio-Charleston, W. Va., relay. This will be second AT&T radio channel from Skyhigh to Huntington. Other station in Huntington is WSAZ-TV (ch. 3), affiliated with NBC. Ch. 13 WHTN-TV will be affiliated with ABC.

UPCOMING

Aug. 14-Sept. 3: National Assn. of Education Broadcasters television production workshop, State U. of Iowa, Iowa City.

Aug. 15-18: AIEE Pacific General Meeting, Finelen Hotel, Butte, Mont.

Aug. 20-21: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

For other Upcomings See page 117.

PEOPLE

JAMES R. BLOCKI, assistant product advertising manager, Kraft Foods Co., promoted to manager of advertising services, according to Tad Jeffrey, Kraft advertising and sales promotion manager.

JOHN J. CARTER, in charge of sales development and promotion for Adam Young Inc., joins promotion department, television division of Edward Petry & Co., N. Y., today (Mon.). Mr. Carter joined Young in 1946.

CHARLES ROBBINS, vice president, Emerson Radio & Phonograph Co., appointed to similar post at Sonora Radio & Television Corp., Chicago.

CORWIN NUSBAUM, formerly account executive at WSJV (TV) Elkhart, Ind., and **TED VERNASCO,** formerly sales manager, WHFB Benton Harbor, Mich., to WNDU-TV Notre Dame, Ind., as account executives.

RUSSELL M. HART appointed manager of midwest public relations office, Ford Motor Co. He succeeds **C. GAYLE WARNOCK,** who becomes public relations manager of Ford's Special Products Div. at Dearborn, Mich.

Research Expert Named Ass't to CBS President

GERHART D. WIEBE, research expert with CBS since 1942, has been named assistant to CBS President Frank Stanton, Mr. Stanton was to announce today (Mon.). Dr. Wiebe has been research psychologist at CBS Radio since 1946. He joined CBS's research department after having been research associate in Bureau of Educational Research at Ohio State U.

Author of numerous articles in professional and trade journals and of chapter on mass communications in textbook *Fundamentals of Social Psychology*, by Hartley & Hartley, Dr. Wiebe was member (1943-46) of armed forces as psychologist. He is president-elect of American Assn. for Public Opinion Research and member of American Psychological Assn. and New York State Psychological Assn. He holds M.A. and PhD. degrees from OSU.

Cox Appointed Chairman Of NARTB Fm Committee

H QUENTON COX, KQFM (FM) Portland, Ore., was named chairman of NARTB Fm Committee for 1955 as President Harold E. Fellows began setting up committee structure for year. Committee will hold its first meeting Aug. 25 at Palmer House, Chicago. John F. Meagher, NARTB radio vice president, will attend meeting.

Committee members besides Chairman Cox are Donald deNeuf, Rural Radio Network, Ithaca, N. Y.; Raymond Green, WFLN (FM) Philadelphia; Merrill Lindsay, WSOY-FM Decatur, Ill.; Henry W. Slavick, WMCF (FM) Memphis; Ben Strouse, WWDC-FM Washington; George J. Volger, KWPC-FM Muscatine, Iowa; Edward A. Wheeler, WEAW-FM Evanston, Ill.

Stanton Sells Some Stock

FRANK STANTON, president of CBS Inc., sold 30,000 shares of CBS Class A stock July 7, Securities & Exchange Commission records showed Friday. This stock opened that day at 28½, which was also day's high, and closed at 27, day's low. Report showed Dr. Stanton held 104,058 Class A shares after completing July 7 sale. His holdings of Class B stock were not indicated.

the week in brief

STATIONS PREPARE FOR CONNIE
Towers are checked, alternate power supplies readied and listeners warned as broadcasters face new hurricane season with vivid memories of 1954's Carol, Edna and Hazel 27

LOCAL RADIO BILLING NEW HIGH
Time sales to local advertisers may top $390 million this year, 12% better than last year's record mark, RAB survey discloses 29

FIVE TOP ACCOUNTS CHANGE
Billings totaling $8 million a year are shifted as Nehi, Murine, International Salt, Hamilton Watch and Crosley radio-tv sets name new agencies .. 32

IS TV FILM A BY-PRODUCT?
Frederic W. Ziv, major radio and tv program producer, charges major motion picture producers see video films as chance to advertise theatrical pictures at expense of sponsors and stations 44

TV TO GET FRENCH PLAYS
Joseph Kaufman acquires television rights to 104 French plays, plans to spend more than $15 million to turn them into hour and 90-minute tv color films 48

TOP FILM SHOWS IN 10 CITIES
July's top-rated syndicated film shows in 10 representative major markets, compiled monthly for B•T by American Research Bureau 51

GOOD STILLS ARE GOOD TV
Photographer with good 35mm camera can get places—and pictures—beyond reach of man loaded down with motion picture equipment, says William Winter of KPIX (TV) San Francisco 52

DUMONT DIVISION
Broadcasting activities will be separated from electronic research and manufacturing into new corporation, DuMont Broadcasting Corp., if stockholders approve president's proposal 64

ACCENTUATE THE POSITIVE
That's first step in improving tv's kid shows, according to NBC's Children's Program Review Committee, whose 12-point plan also calls for better balance, more teen-age shows 66

CBS RADIO MEETING
Second annual gathering of CBS radio affiliates to be held Sept. 13-14 in Detroit, will hear CBS Inc. President Frank Stanton, CBS Radio President Arthur Hayes 70

'HOME' SERVES HOMEMAKERS
Survey shows NBC-TV program, at end of first year, second only to Better Homes & Gardens *magazine as source of homemaking ideas for city housewives* 74

RED TALENT PROBE STARTING
House subcommittee's investigation of communist influence on radio, television and other entertainment areas opens in New York today; AFTRA votes to penalize members refusing to testify on party membership 80

MIAMI INITIAL DECISION ATTACKED
American Civil Liberties Union charges ch. 7 grant to Biscayne Television Corp. would violate FCC's policy of favoring diversification of mass media 82

LICENSE SUSPENSIONS URGED
FCC counsel recommends suspension of licenses for KEAR San Mateo, Calif., engineers alleged to have tampered with equipment at time of strike 84

MORE BOOSTERS AND SATELLITES
Tv station operators and equipment manufacturers striving to expand station coverage and improve service to remote or shadow-bound set-owners; clash with community tv operations foreseen 84

CBS INC. NET RISES
Chairman William S. Paley reports first half of 1955 showed consolidated net income of CBS Inc. 22.2% ahead of like period of last year 103

departments

Advertisers & Agencies 29	Government 80	On All Accounts 22
At Deadline 7	In Public Interest 105	Open Mike 16
Closed Circuit 5	In Review 14	Our Respects 20
Colorcasting 97	Lead Story 27	Personnel Relations 101
Editorial 118	International 107	Program Services 101
Education 105	Manufacturing 103	Programs & Promotion 108
Film 44	Milestones 106	Stations 90
For the Record 110	Networks 64	Trade Associations 102

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Treasurer

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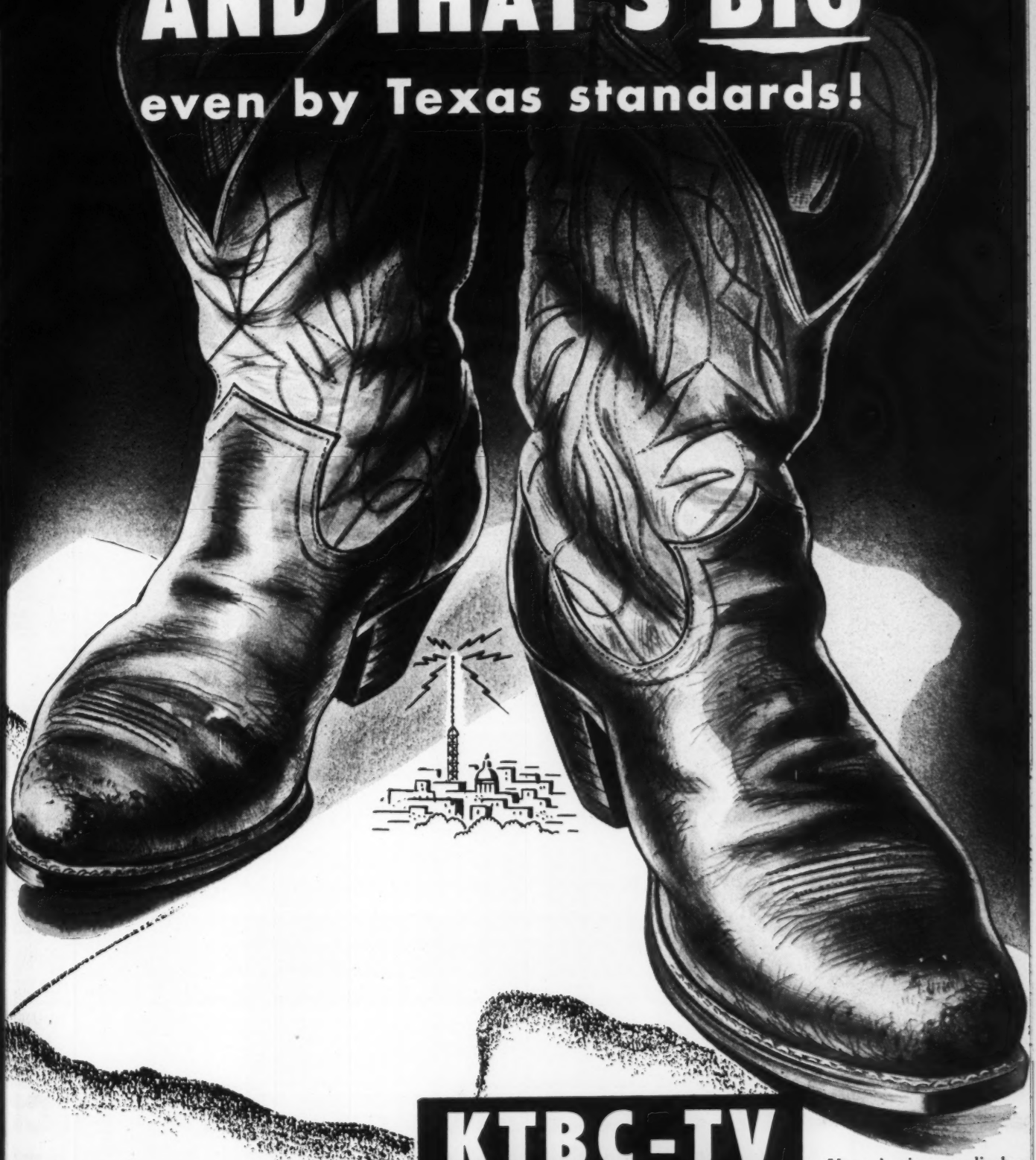
AND THAT'S BIG
even by Texas standards!



When you buy KTBC-TV, (Ch. 7) Austin, Texas... and KANG-TV, (Ch. 34) Waco, Texas ...you are covering the rich Central Texas area like a blanket. Call our National Rep.... The Paul H. Raymer Co., Inc.

KTBC-TV

316 KW. • CHANNEL 7

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AUSTIN, TEXAS

Your dominant radio buy in Central Texas is

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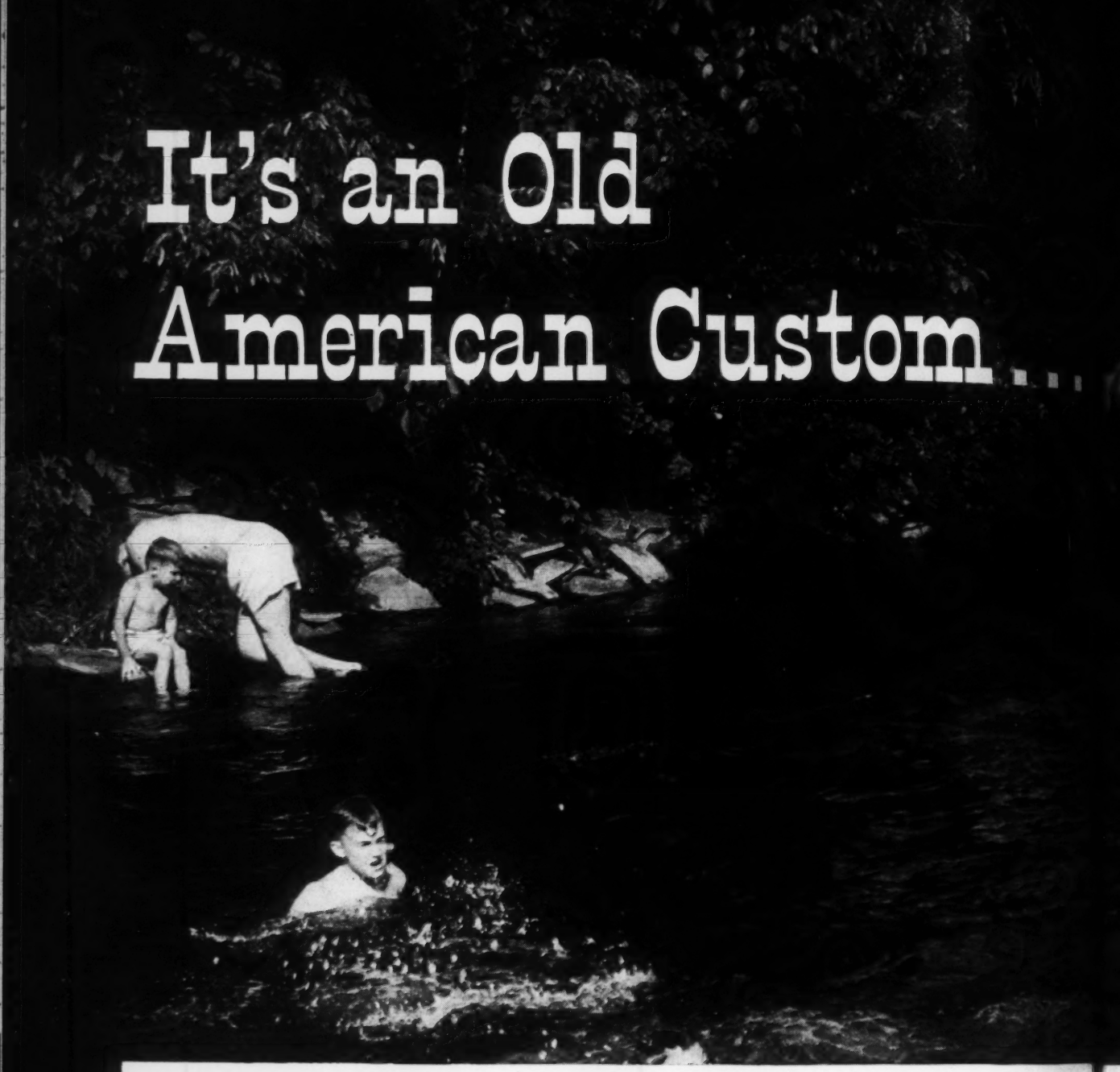

Remember that cool pond of brownish water flecked with leaves...the battered old diving board...the fun you had there? The swimmin' hole is an American tradition...a memory we all cherish...a memory of our childhood...a tie to the home place.

Just as that memory is a tie to the home place so is our habit of loyalty to local TV programs...our faithful viewing of people and programs we feel we know. To advertise on a local TV program is not only a sound custom...it's extremely good business.

Edward Petry & Co., Inc.

NEW YORK · CHICAGO · LOS ANGELES · DETROIT · ST. LOUIS · SAN FRANCISCO · ATLANTA

WSB-TV . . . . . Atlanta	KARK-TV. . . Little Rock	WENS . . . . . Pittsburgh
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**Petry representation effective Sept. 1*
***On air—Sept., 1955.*

CAPITAL TYPES #8

THE INSIDE DOPE

First cousin of The Unimpeachable Source; easily identified by a faint pallor. Small tipper.

Among insiders in Washington, the Word is that you can't go wrong on WTOP Radio. WTOP has (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station. For the inside story of what WTOP can do for you, just put in a call for Washington's top station.

WTOP RADIO

Represented by CBS Radio Spot Sales

A ROOM IN PARIS

THE usually high level of dramatic presentation carried on *Television Playhouse,* NBC-TV's Sunday evening hour-long dramatic series sponsored alternately by Philco and Goodyear, was far from attained Aug. 7.

The all-too obvious plot was a major shortcoming to the telecast. Here is a young American in Paris, ostensibly to study art but actually spending most of his time in Left Bank bistros and showing very little talent when he does work at his easel. Here, for contrast with the dreamy pretentions of the would-be artist, is a practical, down-to-earth American girl, a U. S. government employe in Paris.

She urges him to give up his artistic ambitions and to go back to the States for a more prosaic (but presumably more profitable) career in business. He resists, but at length

Maguire and Cassavetes

faces the truth that he has no talent and prepares to leave his dreams behind when he leaves the room in his beloved Paris.

To the main role of the young artist, John Cassavetes gave a flesh-and-blood credibility such as has distinguished many of his tv performances. Kathleen Maguire, Caprice Chantal and Al Markins portrayed the main supporting roles in commendable fashion. But even their efforts could not bring the story to life.

Production Cost: Approximately $21,000.
Sponsored by the Philco Corp. through Hutchins Adv. on NBC-TV, alternate Sundays, 9-10 p.m. EDT.
Teleplay by: Peggy Mann.
In Cast: John Cassavetes, Kathleen Maguire, Caprice Chantal, and Al Markins.
Producer: Gordon Duff.
Director: Paul Lammers.
Original Song: "A Room in Paris" by Kramer, Whitney & Mann.

FIRST STEP INTO SPACE

IN the not too long ago we were told that this was going to be the air age. Then came the word, this was going to the electronics age. Came Hiroshima and it was obvious that this was going to be the atomic age. But in the last few weeks we adults have caught up to our progeny—this is really going to be the space age.

Two Saturdays ago, NBC-TV dipped into the whys and wherefores of the space age and for a half-hour did a fairly creditable job. It showed how the scientists and technicians were preparing for the earth satellite announced by the U. S.—and the U. S. S. R.

Possibly the most inspiring part of the half-hour was the concluding remark of Dr. Athelstan F. Spilhaus, who will design the satellite. The interdependence of this world of ours was never more clearly indicated than by Dr. Spilhaus' sincere exposition that scientists in all countries must lend their skills for the success of this super Jules Verne project.

But the best part was the segment devoted to the reception of the simulated telemetered signals from the satellite. The hum of the composite tones which will reveal some of the awesome secrets of outer space could be the harmonic counterpoint to a new world symphony.

The only drawback to these "Sunday supplement" looks into the future is the complexity of the whole operation. Each aspect of something like space exploration probably could be a documentary in itself.

We can blithely talk of cosmic rays, gravitational minuses and the other esoteric subjects of space adventure, but until the whole basic story becomes as familiar to all of us as—let us say—flight, the hurried stabs at explanation made by electronic or other journalism will fail to get across.

Production Costs: Approximately $24,000.
Sustaining by NBC-TV, Sat., Aug. 6, 8-8:30 p.m. EDT.
Featured Participants: Dr. Athelstan F. Spilhaus, leading physicist and engineer; Cornelius Ryan, reporter and co-author of space travel book; Hugh Downs, host of NBC-TV's "Home" show; Dr. Hines Haber, engineering professor, U. of Calif., and researcher on human mind and body in space travel; Herbert Kaplow, NBC newsman from Washington who did remote from Wright-Patterson Field, Dayton, Ohio, and Sen. Henry M. Jackson (D-Wash.), on film.
Producer: Reuven Frank; writers: Reuven Frank and Paul Cunningham; director: John Goetz; unit manager: Ed Faught; managing editor: John Lynch; designers: Otis Riggs and Ed Wittstein.

INTO THE NIGHT

A NICELY conceived, expertly written, tightly produced and excitingly performed melodrama was the July 31 offering of the *General Electric Theatre,* Sunday series on CBS-TV. As slick as a *Saturday Evening Post* story, with a highly satisfying surprise ending that turned failure to victory in time's nick, the program provided a fine half-hour of entertainment.

The plot was of the it-might-happen-to-you variety, giving viewers ample opportunity to identify themselves with Eddie Albert and Ruth Roman as the young couple who, along with their car, were abducted by a pair of killers trying to make a getaway. They were properly scared at first, then as the tension mounted, made all the appropriate moves to get themselves out of their predicament, only to find that the chief thug, brutally portrayed by Dane Clark, was thinking faster and better than they. His final come-uppance came only because an old farmer thought faster than all of them.

Written, directed and acted so as to accentuate the suspense, "Into the Night" made no pretense at being anything other than a very good thriller, but that it certainly was.

Production Costs: Approximately $38,000.
Sponsored by General Electric Co. through BBDO on CBS-TV, Sun., 9-9:30 p.m. EDT.
Stars: Ruth Roman as Helen Mattson; Eddie Albert as Paul Mattson; and Dane Clark as Smiley Sanson.
Director: Jacques Parneur; asst. director: Jack Corrick; program supv.: Ronald Regan; editorial supv.: Richard G. Wrey; written by Charles Hoffman.

BEST

by far with television viewers, **KLZ-TV** *is again acclaimed first in Denver, morning, afternoon and night. Any way you look at it—any time you look at it—* **KLZ-TV** *is Denver's best television* **BUY**

For the fourth straight time this year, nationally recognized television audience surveys show KLZ-TV as Denver's undisputed television leader! (Telepulse, January; American Research Bureau, January and April and now, the BEST YET, the June Telepulse.)

KLZ-TV leads MORNING—AFTERNOON AND NIGHT—seven days a week! The TV sets on the right show the way Denver viewers divide their television viewing*.

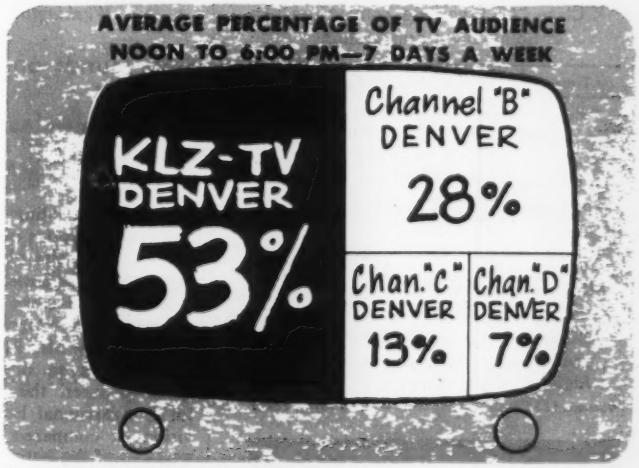
According to the June Telepulse, KLZ-TV has:

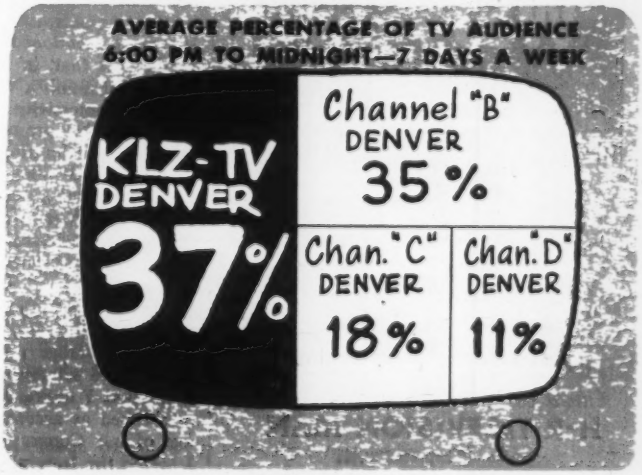
- 7 of the top 10 programs
- 8 of the top 10 multiweekly programs
- Highest rated news, weather, sports
- Highest rated local kids program
- Highest rated afternoon movie
- Three times more half-hour program firsts and quarter-hour firsts than all other Denver TV stations combined
- Highest rated Monday thru Friday late movie, competitive with other channels

More people watch Channel 7 more of the time than all other Denver TV stations combined.

SEE YOUR KATZ MAN TODAY.
SELL your product on KLZ-TV!

P.S. *Ask to see the ratings on "Starr Yelland Matinee" and "The Dick Lewis Late Show."*


AVERAGE PERCENTAGE OF TV AUDIENCE
NOON TO 6:00 PM—7 DAYS A WEEK
KLZ-TV DENVER 53%
Channel "B" DENVER 28%
Chan. "C" DENVER 13%
Chan. "D" DENVER 7%

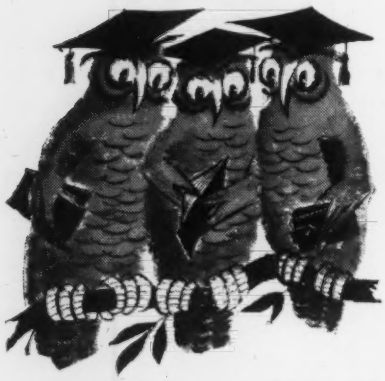

AVERAGE PERCENTAGE OF TV AUDIENCE
6:00 PM TO MIDNIGHT—7 DAYS A WEEK
KLZ-TV DENVER 37%
Channel "B" DENVER 35%
Chan. "C" DENVER 18%
Chan. "D" DENVER 11%

**All stations do not broadcast for these complete periods*

Represented nationally by The Katz Agency

KLZ TV 7 Channel **DENVER**

The wallet-wise advise



WSJV-TV

pay less to sell the SOUTH BEND MARKET—

Class "A" time rate comparison of South Bend area stations

Time	WSJV	Station B	Station C
1 hour	$300.00	$500.00	$400.00
½ hour	$180.00	$300.00	$240.00
5 min.	$ 90.00	$125.00	$100.00
Effective Radiated Power	250,000 watts	185,000 watts	204,000 watts

America's 5th richest market*

Average per family income in the South Bend Market is $6,923.00—ranking it *first* in Indiana and *fifth* highest in the nation.

**Source: 1955 Sales Management Survey of Buying Power*

WSJV-TV

ABC—Elkhart—Channel 52

JOHN F. DILLE, Jr., *President*
PAUL C. BRINES, *General Manager*

Your Growth Network Station

Serving

South Bend-Elkhart
Northern Indiana
Southern Michigan

For availabilities see your

H-R TELEVISION MAN

National Representatives

Lee on Madison Ave.

EDITOR:

Having absolutely nothing to do with tv, except watching it now and then, I couldn't help but add an "Amen" to B•T's editorial on Comr. Robert E. Lee's trip to New York [B•T, Aug. 8]. I carefully read the interview with Lee also [B•T, Aug. 8]. His obvious efforts to become more acquainted with the problems of the industry are refreshing.

My hat's off to Comr. Robert E. Lee, and to B•T for doing a bang-up job of reporting and commenting on his efforts.

George Gothberg, Pres.
WFPA Fort Payne, Ala.

EDITOR:

My congratulations to FCC Comr. Robert E. Lee for taking time out from his daily routine to discover how television advertisers spend their money and what they expect in return.

A better understanding of the thinking of those who finance our broadcasting system would, I believe, ease the path of the FCC on many problems such as the current uhf question.

Jeremy D. Sprague, Timebuyer
Cunningham & Walsh, New York

EDITOR:

. . . I was delighted to find a most unusual response to our interview [B•T, Aug. 8] not only from the broadcasting industry, but from the advertisers as well. I received quite a number of calls and letters, which are gratifying to me, as I know they will be to you.

Robert E. Lee
FCC Commissioner
Washington, D. C.

Sen. Mundt on Hearing Coverage

EDITOR:

In reading the Aug. 1 issue of B•T, I find, on page 82, your interesting article entitled "Mundt Warns Tv Newsmen Against Slanting Coverage."

In the concluding paragraph of that article, you quote portions of a wire sent me by Chairman Larry Racies of the Radio-Newsreel Television Working Press board, but apparently Mr. Racies did not make available to you my letter in reply to his telegram. . . .

Apparently Mr. Racies objects—as he has a perfect right to do—to the differentiation I make between the so-called "live coverage" [of Congressional hearings] by radio and television as compared with the use of selected passages of the testimony. Let me make it clear that I do not object to a coverage which results in the use only of selected passages, but the statement mentioned in your magazine refers to the fact that, in my opinion, tv and radio reporters assume a definite obligation of fairness and objectivity in utilizing such selected passages if they are not to jeopardize this whole business of admitting radio and television to the committee room.

Parenthetically, let me say that I have no fault to find in any way with the radio-television coverage of the so-called Talbott hearings which were underway when I sounded this friendly note of "warning." In other hearings in which I have been a participant, on occasion, I have felt that there was something lacking in the radio-tv coverage given as certain commentators utilized selected passages.

Because I desire to see tv and radio firmly established as acceptable media for the coverage of our Congressional hearings, I believed I served the fraternity in a friendly manner in sounding the warning that I did. Certainly, nothing would contribute as directly toward the goal of those desiring to shut the doors of the committee rooms against radio and tv as evidence that such coverage resulted in misinformation to the public or that it became a vehicle of propagandizing for one point of view or another.

Live coverage, of course, which gives full treatment to a Congressional activity obviates all such difficulties, but I recognize that it is frequently too expensive to be practical. It is for that reason that I continue to hope that radio and tv will, by its performance, justify the confidence of those of us in public life who have been advocating that this coverage has as much right to the committee room as the still cameramen or members of the press. A record of objective, unprejudiced, and well balanced use of selected passages by radio and tv coverage will mightily strengthen the hands of those of us opposing the efforts of some to rule out tv and radio coverage of committee hearings. . . .

Karl E. Mundt (R.-S. D.)
United States Senate
Washington, D. C.

Keeping Informed

EDITOR:

All I'll need during the many months when my family and I are in Europe to keep informed are B•T and the *Wall Street Journal*. So, please send my subscription % Berlitz, Lausanne, Switzerland, until further notice.

Charles Wilds
(Formerly, Chief Timebuyer
N. W. Ayer & Son, New York)

Topsy-Turvy Tower

EDITOR:

RIGHT SIDE UP

Thanks for your very nice comments about our experimental lighting and marking here at WHAS.

We were a little nonplussed ourselves in trying to figure out how to get our beacons at the altitude shown in the photograph, as I fear that your make-up man inadvertently turned the picture upside down.

O. W. Towner, Dir. of Engineering
WHAS Louisville, Ky.

Fifth Amendment Invokers

EDITOR:

Your editorial ["On Stage: Real Life"] in the July 25th issue of B•T contends that individuals employed in the broadcasting industry should be discharged (or prospective employes should not be hired) if they make use of the protection provided by the Fifth Amendment to the Constitution of the United States. I feel compelled, on ethical rather than legal grounds, to dissent strongly from this view. But first it should be emphasized that the subsequent comment is solely my personal, individual view.

It has long been a basic legal principle in our concept of democracy that a man is presumed innocent until proven guilty. In arriving at a decision on an alleged crime, our Constitution provides the accused with a number of safeguards designed to insure a fair hearing of

Paints the prettiest sales picture for you in Oklahoma

Channel 4
WKY-TV
NBC
ABC
THE NATION'S FIRST COLOR TELEVISION STATION
OKLAHOMA CITY

In color or monochrome . . . WKY-TV's proven leadership in coverage, penetration and audience acceptance in the large area of Oklahoma which it serves, assures the advertiser of a maximum audience for his sales promotion "picture."

Now in its 7th year of progressive operation, WKY-TV is years ahead in technical and production know-how in black and white TV . . . and leads the nation in accumulated color TV experience!

Contact your Katz representative for the latest Pulse and A.R.B. evidence of WKY-TV's rating dominance . . . and while you're at it, ask him about the Oklahoma SALES-SUCCESS of satisfied clients who are enjoying the beautiful "sales picture" WKY-TV paints for them!

Owned and operated by THE OKLAHOMA PUBLISHING COMPANY: The Daily Oklahoman, Oklahoma City Times, The Farmer-Stockman, WKY, WSFA, & WSFA-TV
Represented by THE KATZ AGENCY

FIRST
in
Rockford, Ill.
second largest
machine tool center
in the nation

10th annual
Consumer Anaylsis
Survey*

Results: DISTRIBUTION OF LISTENERS

WROK 25.6%

Station B 13.5%

WROK
has twice as many listeners as Rockford's #2 station

*Illinois Research & Survey in coordination with Illinois Daily Newspapers Markets and Winnebago Newspapers, Inc.

WROK
AN ABC AFFILIATE
Full Time for
more than 30 years
John J. Dixon, Gen. Mgr. H-R, Nat'l. Reps.

the case. Among these protections is the individual's personal right to refuse to testify on the grounds that he may tend to incriminate himself. . . .

For an employer to adopt the view advocated by the editor of B•T would probably entail no *legal* violation (assuming the apparent absence of a relevant law, and the lack of any desire to enforce it). No man under our judicial system has a constitutionally-founded, property right in his job. But it is not sufficient when promoting a course of social action to argue that the action is proper just because it doesn't violate any law or any constitutional guarantee. It should be equitable and sensible to at least some reasonable people.

This is especially true when the course of action may seriously impair an individual's future opportunity to earn a decent living and, most important, to live in peace with himself, his family, and his community. To contend that because a man invokes a constitutional privilege he should automatically lose his job, and with it much of his future, just doesn't square with what, at least to my way of thinking, is a fair standard of judgment. . . .

I can see nothing but arbitrary unfairness in B•T's view that *solely* beause an individual makes use of his rights under the Constitution he should be fired or never even considered in the selection of new employes.

Harold G. Ross
Takoma Park, Md.

[EDITOR'S NOTE: B•T's editorial was in no sense a general denial of the protection of the Fifth Amendment. It dealt specifically and exclusively with the proposal of the American Federation of Television & Radio Artists to take disciplinary action "against any member who refused to tell the committee [Un-American Activities Committee] whether he is or was a Communist." B•T stands by its editorial comment that "only the scatter-brained or the disloyal will refuse to answer so basic a question on party ties. Neither should have access to camera or microphone."]

Error Makes Hit

EDITOR:

We have discovered, entirely by accident, a new way to get unusually high readership for testimonial letters used as promotion pieces.

A letter from one of our clients, Gitchell Transfer & Storage, reminded us that his contract was expiring and he would like a salesman to call and get it renewed for another year. We thought the letter was worth using as a mail piece, so had it reproduced with the idea of attaching an explanatory note to one corner.

Through oversight the explanatory note was left off with the result that recipients thought they had received a missent letter. Dozens were mailed back to us and our phone rang constantly with people telling us they had a letter which we should know about right away. . . . There is no doubt in our minds that readership was double or triple what it would have been had we not erred. . . .

L. O. Fitzgibbons, Gen. Mgr.
WRRR Rockford, Ill.

British Tv Sets

EDITOR:

I found Clair McCollough's interview about commercial tv in Britain [B•T, July 25] extremely interesting. I think, however, that Mr. McCollough inadvertently misled a great many of your readers in his reference to the 150,000 to 300,000 tv sets that are expected to be able to pick up the ITA programs when commercial television begins in the London area in September. Mr. McCollough says he believes "that the type of program the BBC has been transmitting just doesn't have enough mass appeal to make most people feel that a tv set is a worthwhile investment." What he fails to say is that there are 4,500,000 tv sets in Britain to receive BBC programs and BBC programs only.

Incidentally, it is only fair also to say that installment buying of tv sets is not frowned upon in principle in Britain, but there has been of late in all installment buying an increase in the percentage of down payment and a decrease in the period of time over which payment is made. This has been done to combat inflation and for no other reason.

Charles H. Campbell, Director
British Information Services
Washington, D. C.

[EDITOR'S NOTE: Mr. McCollough emphasized that his set figures were for the London area only, not for all Britain. The feeling that a tv set is a luxury and that people should not be encouraged to buy them on time payments was expressed to Mr. McCullough by a number of bankers and business men, he reported. He commented: "I was astounded how strongly certain men felt about 'hire-purchase' buying and even more surprised how little they hesitated to say so."]

Good References

EDITOR:

I have felt extremely flattered this past week because of the swell article in your fine magazine [OUR RESPECTS, July 25]. You might be interested to know that every call I had from network and agency people in New York and Chicago . . . have all made reference, by way of congratulations in one form or another, to the article. So your magazine certainly gets around, as I am sure you know . . .

J. M. Baisch, Gen. Mgr.
WREX-TV Rockford, Ill.

Tv Farm Census

EDITOR:

We at WSJV Television would greatly appreciate receiving the data on the number of farms with television sets in October-November 1954 from the U. S. Census of Agriculture for both the states of Indiana and Michigan. Your cooperation in sending us this information as soon as possible will be very much appreciated.

John J. Keenan, Com. Mgr.
WSJV (TV) Elkhart, Ind.

EDITOR:

. . . Can we get from you the figures covering the states of Ohio, Indiana, and Kentucky, or will you let us know from where these figures can be obtained as they are completed?

Lili Lambert, Prom. Mgr.
WKRC-TV Cincinnati, Ohio

(EDITOR'S NOTE: The Census Bureau is releasing its agricultural data as individual counties are completed. B•T carries county data for each state as soon as the full state figures are available. In this issue are Montana and South Dakota. Already published: Nevada [B•T, June 13]; Idaho, Vermont and New Hampshire [B•T, July 25]; North Dakota and Utah [B•T, Aug. 1].)

A Listener's Fm Formula

EDITOR:

I cannot understand why any am stations that do not promote their fm services complain about the situation their fm station is in. It seems that the networks and some of the independents would rather lose money on their fm operation than promote it via the am station or other sources. It's about time for a change if they are ever to make a success of their fm operation . . .

Howard Schock
(An fm listener)
Morris, Ill.

GATES Hi-WATTER SERIES
MORE WATTS PER DOLLAR INVESTMENT

MODEL BC5E

5000 WATT BROADCAST TRANSMITTER

THE BIG TRANSMITTER in the 5 KW. field is now available at a new low price

GATES Leader IN SALES, DESIGN and ENGINEERING IN BROADCASTING EQUIPMENT

GATES RADIO COMPANY - QUINCY, ILLINOIS, U.S.A.

K-JOE SELLS FOR THESE FOLKS WHY NOT YOU?

BIRDSEYE FROZEN FOODS
CANADA DRY
KLEENEX
RINSO
PHILCO

LINCOLN-MERCURY
MILLER HIGHLIFE
OLD GOLD
VASELINE
COCA-COLA

TENDERLEAF TEA
WESTINGHOUSE
U.S. ROYAL
STERLING SALT
SURE-JELL

PITTSBURGH PAINTS
MAINE SARDINES
KARO SYRUP
CARLING'S ALE
DR. PEPPER

74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING TEN COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER.

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In The New South

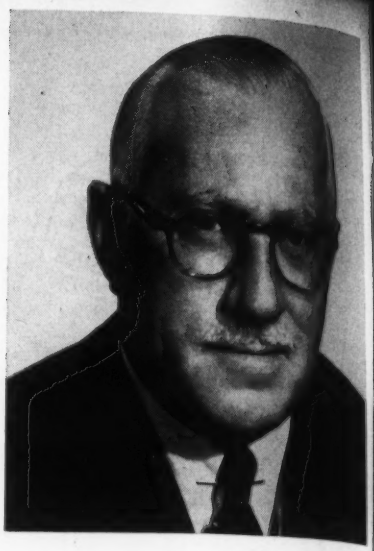
See FORJOE for K-JOE

K-JOE

1000 WATTS DAYTIME
NON-DIRECTIONAL
SHREVEPORT, LA.

our respects

to HENRY CARL BONFIG



THE GUIDING FORCES at CBS Inc. are pinning their hopes on Henry C. Bonfig to steer CBS-Columbia, television and radio set manufacturing division, to a position of contention among manufacturers, and perhaps cut down the commanding lead that has been gained by RCA and other "goliaths" of the industry.

It is no secret that CBS-Columbia has not lived up to the promises envisaged by CBS Inc. at the time the corporation expanded into the radio-television set business some four years ago. In tapping Mr. Bonfig for the post of president of CBS-Columbia this past June, the corporation's chieftains served notice on the rest of the industry that they expected this veteran of 35 years in the radio-television and "white goods" business to strengthen CBS-Columbia's position substantially in preparation for the advent of mass color television.

There are few executives who can point to the solid background that "Bonnie," as his industry friends call him, has acquired over the past 35 years. He was vice president and general manager of Sterling Radio, Kansas City, one of the nation's pioneer radio distributors, from 1920 until 1930; vice president and director of Bill Grunow's old General Household Utilities Corp., Chicago, "white goods" and radio distributor, from 1930-35; commercial vice president of the RCA Victor Division, 1935-44; and vice president and director of sales for the Zenith Radio Corp., Chicago, from 1944 to June 1955, when he was appointed to his post at CBS-Columbia.

Henry Carl Bonfig was born in St. Louis, Mo., on Sept. 25, 1896. He attended Washington U. of St. Louis for several years, and then served in World War I as a regimental sergeant major in the Adjutant General's Corps. He worked briefly as a salesman for a piston ring company in Kansas City—and then the radio "bug" bit him.

Through a neighbor who owned a crystal set, Mr. Bonfig became interested in radio. In 1920, together with his brother-in-law, he formed Sterling Radio as a distribution company. It was in the growth period of radio in the 1920's that Sterling expanded from its headquarters in Kansas City to branch offices in Wichita and Omaha.

Though CBS-Columbia's most troublesome roadblock in the past has been an inadequate distribution system, Mr. Bonfig feels that this problem can be licked by initially stressing "a good product," and adds:

"By improving our product and backing it up with smart advertising and nimble merchandising, we expect to attract good distributors."

CBS-Columbia currently has 61 distributors, but Mr. Bonfig acknowledges that some of them are of the "secondary" type, and it is in this group that he hopes to make improvement.

The company's attitude toward color tv, according to Mr. Bonfig, is one of "keeping the powder dry." The company, he said, will be ready to move rapidly once it is decided that the time is "ripe."

In line with many industry leaders, Mr. Bonfig believes that the "breakthrough" in color will not come until late 1957 or early 1958. He estimates that 1957 will be "the year of transition" and 1958 the year that the average household begins to purchase color sets at a price less than $500.

Until color "catches fire," Mr. Bonfig continued, black-and-white sets will continue to be "the backbone" of the industry. He contends that the outlook for black and white "will be good for many years to come."

As an experienced radio set merchandiser, Mr. Bonfig believes that the radio market will continue to be substantial, despite color television. His feeling is that the radio business will be "good" for at least a limited number of manufacturers for many years to come. And he intends that CBS-Columbia obtain its share of the market. In this direction, he plans an expansion in the company's present line of clock, table and portable radios.

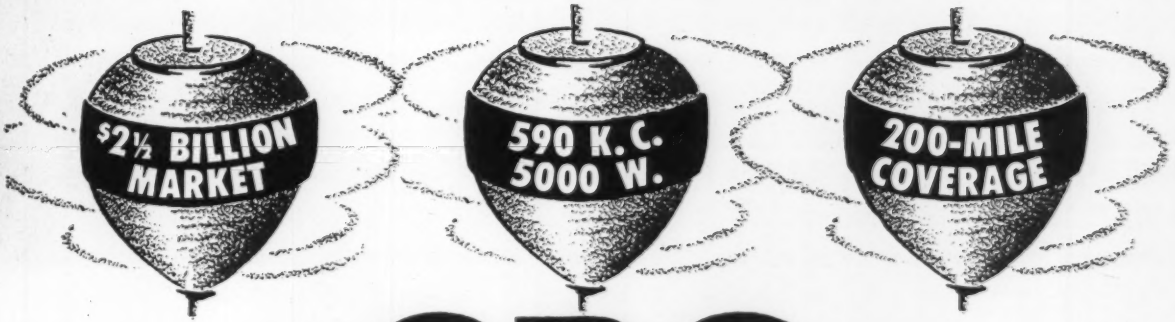
Recently, Mr. Bonfig sent to CBS-Columbia distributors a recording in which he enunciated an overall statement of policy. In it, he stressed that CBS-Columbia will accentuate design, development and production of quality television receivers and radio receivers, and bolster its distribution set-up. He added:

"There is no question that CBS-Columbia has the opportunity today of joining the favored coterie of manufacturers who represent the leading companies in the business. CBS Inc. has built a foundation on which our company, its distributors and dealers, in turn, can build a name that will mean quality merchandise, prestige, industry position and profit for all concerned. The advantage of carrying a name that is already a household word due to its eminence in advertising is of incalculable value."

Mr. Bonfig has served on numerous electronics industry committees, and presently is a director of the Radio-Electronics-Television Manufacturers Assn. He is a member of the Executives Club of Chicago, the Chicago Athletic Club, and Skokie Country Club, Glencoe, Ill. Mr. Bonfig likes to read all kinds of books, fish, and participate in community affairs.

After a long tenure in the midwest, Mr. Bonfig lives with his wife, the former Cordelia Lee of Kansas City, in mid-Manhattan. Mrs. Bonfig joined him recently after closing their Winnetka, Ill., home. They have three children.

REGIONAL WOW IS NOW



BASIC CBS RADIO

IN OMAHA and in 170 RICH COUNTIES

(One-third in rich Western Iowa!)

Tops in *Every Way* . . . that's Radio WOW . . . now proudly a basic CBS Radio affiliate.

Top WOW personalities . . . great names like "Jolly Joe" Martin . . . Connie Cook . . . Mal Hansen . . . and Ray Clark . . . are eager to sell your product!

Radio WOW is a top buy . . . a *must basic buy* in every national schedule!

Call your John Blair man today!

Frank P. Fogarty, Vice Pres. & Gen. Mgr. ● *Represented by John Blair & Co.*
Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazines.

Regional RADIO **WOW** OMAHA **Dial 590 5000 WATTS**

now tied together!

to better serve YOU

380 Madison Ave.
New York 17, N. Y.
Oxford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

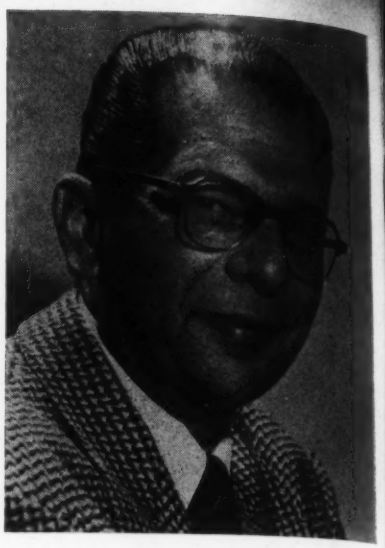
Harold Lindley, Vice Pres.
6253 Hollywood Boulevard
Hollywood 28, California.
Hollywood 2-6453

James Alspaugh, Mgr.
155 Montgomery Street
San Francisco, California
YUKon 2-5701

Clarke R. Brown, Mgr.
452 Rio Grande National Bldg.
Dallas, Texas
Randolph 5149

Bill McRae, Mgr.
101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

Jack Lee, Mgr.
520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601



ALEX M. VICTOR

on all accounts

YOU have to make sense to sell.

That is the seven-word philosophy of Alex M. Victor, the new director of the radio-tv department of the Francis D. Gonda Co., Los Angeles advertising agency, who cites the industry's greatest pitfall as the mediocre commercial which neither sells nor makes sense.

He emphasized that to sell any prospect, you must make him believe you, build his confidence that the product will do for him what you tell him it will do, show him his need for it and spark him into satisfying that need. "The intelligent, reasoned and reasonable approach is the way to do it," Mr. Victor said, adding, "we call this the above-average approach."

And the success of the "above-average approach" for Gonda clients, Mr. Victor told B•T, proves that "a sensible presentation of their commercial messages is paying off in big dividends."

Buying time and planning the national and local advertising for several accounts new to radio and tv, Mr. Victor has opportunity to practice what he preaches. Although Gonda has found both live and film presentation effective in tv, Mr. Victor noted, the agency now is devoting considerable time to animation.

Among his national accounts new to radio and tv, he said, is Oz Greeting Card Co., five-year-old New York firm which previously devoted its full budget to magazine and trade advertising. Now using both radio and tv in major markets, the firm will expand its campaign after the first of the year, he said. Another national account turning to television after extensive class magazine advertising is the Hollywood jewelry manufacturing firm, Paul Klepa Arts & Desert Gem Jewelry, Mr. Victor pointed out.

Born Dec. 15, 1915, at Fort Worth, Tex., Mr. Victor was graduated in 1935 from Oklahoma U., as a drama major, after which he worked in the theatre as director and designer. An Air Force entertainment director during World War II, he joined pioneer KTLA (TV) Los Angeles in 1946, later joining KTTV (TV) there and then entering freelance tv film packaging. In 1953 he was operations manager at WMIN-TV Minneapolis-St. Paul, and last year he was account executive at Western Adv., Los Angeles. He joined Gonda in May.

Mr. Victor and his family live in suburban Van Nuys, Calif. His wife is the former Flora Gordon of St. Louis. They have two boys, Mark 10, and Barry 5 months.

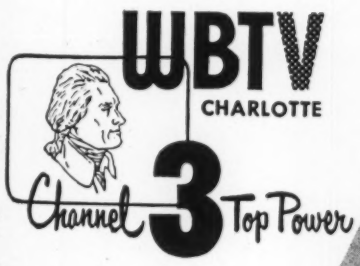
EIGHTH IN THE NATION

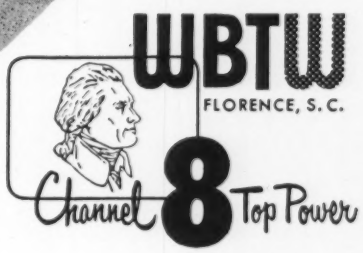
DOMINANCE DOUBLED IN THE CAROLINAS

Top-power WBTW raises the Jefferson Standard in a rich new area . . . gives your ad dollars TV power in a fresh market of a million people.

Combine WBTW with pioneer WBTV and the two stations create an *unduplicated* TV market comparable to the eighth largest in the nation.

It's a double market of 3,375,000 people, over $2½ billion in retail sales and $3½ billion in buying power. You can capture it at a cost per thousand measured in pennies. Let CBS Television Spot Sales detail the story.





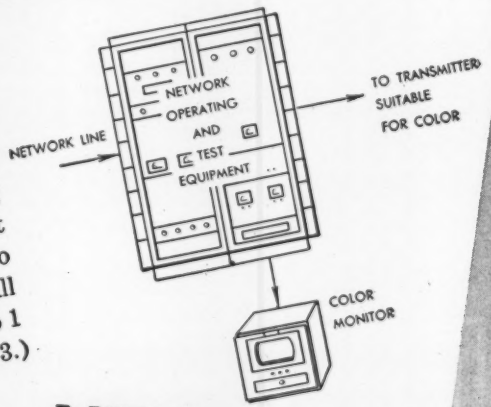
JEFFERSON STANDARD BROADCASTING COMPANY

RCA's 3 Easy Steps t

Step 1

TRANSMITTING NETWORK COLOR SHOWS

The first step in color for a TV station. Equipment includes: (a) everything you need to transmit network color pictures through your existing system, and (b) color test equipment you need to check signal quality. (All equipment used in Step 1 is used in Steps 2 and 3.)



NEW!

Step 2

ORIGINATI

Everything additional needed to originate color film shows and color "spots," insert station breaks and provide a color bar test pattern for system checks. Includes: (a) color bar and origination equipment and (b) 3-Vidicon color film and slide equipment.

NEW!

RCA

To simplify your build-up to full-scale color operation RCA television engineers have developed new color equipments which are available now. Among them are:

NEW 3V Color TV Film Camera

New 3V Color TV Film Camera requires less than half the auxiliary equipment and cabinet racks needed by other types of color film systems.

NEW Improved Live Camera Chain

RCA's improved Color Camera Chain, the TK-41, reduces auxiliary camera equipment to 1½ racks.

A new processing amplifier used with both the 3V and Studio Color Cameras combines all signal processing functions in a single chassis.

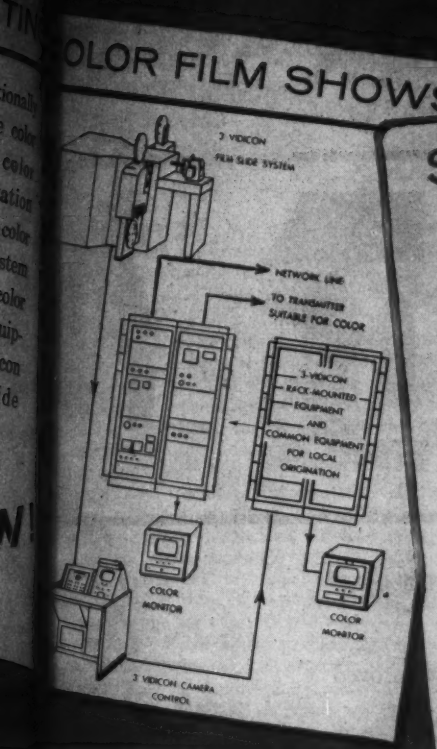
More than 100 TV stations have already installed RCA color equipment and these are the steps they are using as they swing to color, or expand their present color facilities. Many of these stations are already programming local color on regular schedules.

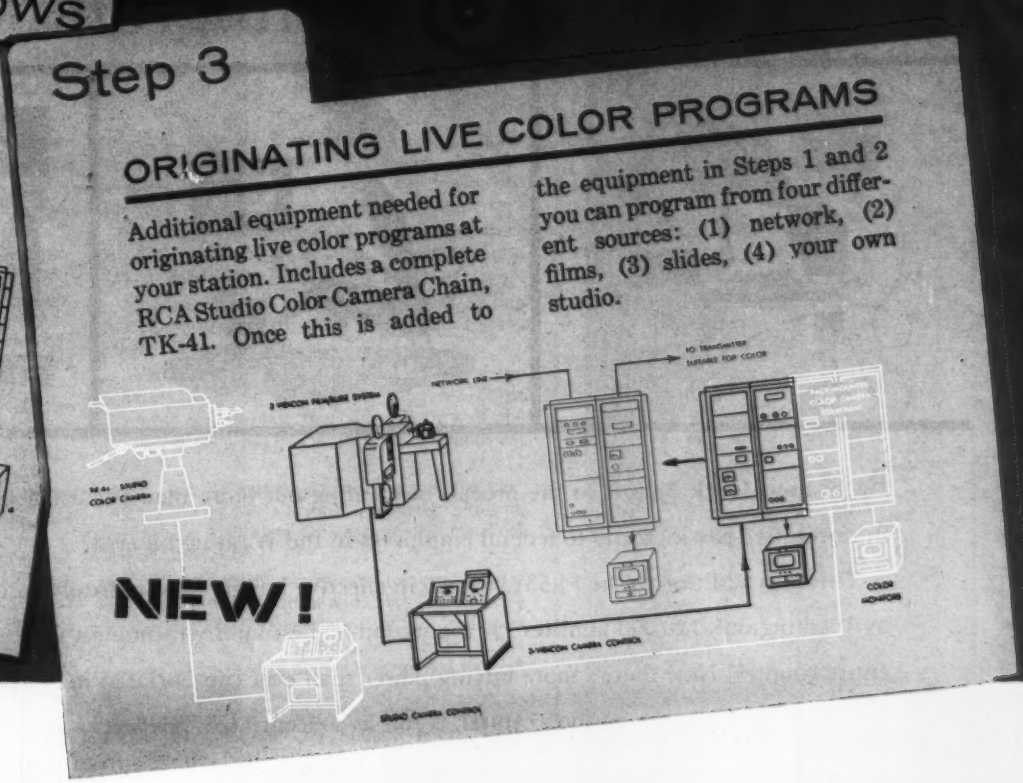
For help in planning color, start right. Talk to your RCA Broadcast Sales Representative. In Canada, write RCA VICTOR Company Limited, Montreal.

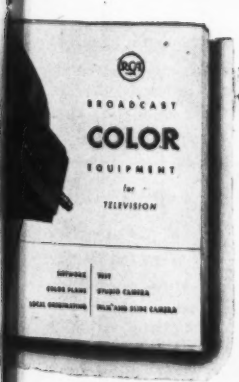
RCA Pioneered and Developed Compatible Color Television

...s to COLOR

...with new RCA color equipments now in production!


OLOR FILM SHOWS
2 VIDICON FILM SLIDE SYSTEM
NETWORK LINE
TO TRANSMITTER SUITABLE FOR COLOR
3-VIDICON RACK-MOUNTED EQUIPMENT AND COMMON EQUIPMENT FOR LOCAL ORIGINATION
COLOR MONITOR
COLOR MONITOR
2 VIDICON CAMERA CONTROL


Step 3
ORIGINATING LIVE COLOR PROGRAMS
Additional equipment needed for originating live color programs at your station. Includes a complete RCA Studio Color Camera Chain, TK-41. Once this is added to the equipment in Steps 1 and 2 you can program from four different sources: (1) network, (2) films, (3) slides, (4) your own studio.
NEW!



NEW... Catalog on Color Equipment for Television contains a complete explanation of these three steps, describes and illustrates all the latest RCA color equipments. The only book of its kind—it's ready now. Ask your RCA Broadcast Sales Representative for a copy.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

An extra $25,000,000 changing hands in Washington

Right now, Uncle Sam is in the process of handing out more than $25,000,000 in retroactive pay increases to federal employees in the Washington area.

This is in addition to the $4,532,064,000 in effective buying power already enjoyed by Washington's 728,000 families . . . the second-highest family income in the entire country! Now there's more buying power than ever concentrated in Washington.

Selling power, in the nation's capital, is just as concentrated. Nielsen Coverage Service shows radio station WRC delivering more homes in Washington's wealthy five-county area, night and day, than any other local radio station.

And the picture is the same in television. WRC-TV is the most-viewed station in Washington . . . and has been since June 1948. All last year, WRC-TV had more local programs in the first ten than the other three stations combined, and more network programs in the first ten than any other local station.

With $25,000,000 in *extra,* spendable income available, the ideal time to tap Washington's huge buying power is right now. And the most effective *selling* power is right at your fingertips. Just call WRC, WRC-TV, or NBC Spot Sales.

WRC AM-FM WRC-TV

NBC IN WASHINGTON
Represented by NBC SPOT SALES

sources: Nielsen Coverage Service; Sales Management Survey of Buying Power; ARB

BROADCASTING TELECASTING

August 15, 1955

Vol. 49, No.7

NEW HURRICANE SEASON FINDS BROADCASTERS BETTER BRACED

As a storm named Connie blew out of the Caribbean, east coast radio and television stations kept the public informed, looked to their own equipment. They are fortified with plenty of experience to guide them in preparing to resist the storm. Hurricanes have been hitting harder in recent seasons.

BROADCASTERS last week battened down their gear and set extensive weather coverage plans in motion as the hurricane season opened with Hurricane Connie, a 100-mile-an-hour howler.

But, like most people on the eastern seaboard—and inland—the activities of broadcasters were more like those of old salts who had already been through the worst. They had, too, for three times in 1954 hurricanes had swept through this area spreading death and devastation.

First and foremost, broadcasters set up special bulletin services for their listeners and viewers. The far-flung news services of networks and stations combined to feed the nation, and particularly the threatened coastal regions, the latest, up-to-the-minute reports on the progress of the big wind.

Even beyond that, where Connie began beating inland, stations became communications centers. They fed reports and orders to municipal and state officials, to police and fire departments, to Red Cross and emergency crews. And they directed stricken populations toward rescue and relief.

This is the hard-core job of broadcasters in the path of one of the storms. It is made clear even by the Weather Bureau itself, which lists as its first safety precaution during hurricanes:

"Keep your radio or television on and listen for latest Weather Bureau alerts, warnings, and advisories. If power fails, use your car radio."

Secondly, broadcasters look to themselves. Towers are checked. A loose bolt can be the weak link causing a tower failure. Guys are winched tighter. Standby equipment is made ready—diesel generators for power failures, substitute antennas and masts for tower disabilities.

A trio of windy *femmes fatales* left their mark on broadcasters in 1954. Carol, Edna and Hazel will not be forgotten soon.

One significant thing was learned during last year's hurricanes. They seem to be coming inland more and more.

Whereas the storms prior to 1938 swept the shipping lanes of the eastern seaboard—or of the Gulf Coast—last year the full fury of the three big ones hit inland to a considerable extent.

For years, beginning at the turn of the century, it was the Caribbean islands, Florida, Texas and Louisiana which bore the brunt of hurricane storms.

Then in 1938, a mid-September snorter zipped up the East Coast and cracked into Long Island and New England with 186 mile-per-hour peak winds. It caused 600 deaths, 1,754 injured and property damages estimated as high as $330 million.

In 1944, another hurricane swept in at 134 miles per hour and tore inland from North Carolina to New England, causing 46 deaths and $100 million in damages.

In 1954, the three sisters caused an aggregate death toll of 176 persons and damage in excess of $750 million.

Some 25 broadcast stations—radio and tv—were put off the air by flattened or partially disabled towers in the 1954 blows.

Scores more were cut off by power failures as the 75 mile-per-hour-and-above winds buffeted power lines and towers.

Biggest damage last year was caused by "Carol," which knocked Westinghouse Broadcasting Co.'s New England flagship WBZ-TV Boston off the air a few minutes after noon Aug. 31.

The blow toppled the 649-ft. tower at the 200-ft. mark. It fell over the station's adjoining two-story office building—from whose top floor occupants had been evacuated only minutes before.

Damage was estimated at $500,000, with the cost of replacement for a new tower and antenna at $250,000.

WBZ-TV resumed telecasting nine hours later

And Now Diane

CONNIE'S successor, Diane, began boiling up out of the doldrums area of the Atlantic Ocean almost on the heels of its older sister. At midnight Thursday, Diane was about 500 miles northeast of San Juan, P. R., moving northward at a slow six miles per hour with winds of 60 mph near its center and extending 200 miles north and east and 100 miles southwest from the center. By Friday, Weather Bureau officials said, it was expected to intensify to hurricane proportions.

HOW ILL WINDS BLOW

THIS CHART paints the paths of five more or less recent hurricanes which have swerved inland after churning up the seas off the southern coast of the U. S. The first was the big blow of 1938 which hit Long Island and New England. The second was the 1944 storm which swept inland to wreak havoc from North Carolina to Maine. The paths of 1954's Carol, Edna and Hazel also are shown.

DEVASTATING STORMS MOVE INLAND

DURING the first 45 years up to 1933, nine hurricanes hit the mainland and did substantial damage. In the last 20 years, the same number of hurricanes have come into land areas causing damage. This is read by many observers as indicating that the big blows are hitting the inland areas with increasing frequency.

using a standby antenna on a smaller tower.

Twenty-seven days later, using a new tower, antenna and transmitter WBZ-TV resumed full-power operations.

In Worcester, Mass., WTAG had one 375-ft. tower of a directional array two-thirds down during the same storm, but this did not affect its broadcasting.

In Boston, the Yankee Network's WNAC had the tops of two of its three towers blown off, but the station continued operating.

WEAM Providence had two of its towers go down—just as they had in the 1938 storm.

WICE Providence, R. I., not only had its tower smashed, but the transmitter house was washed away as raging waters covered its waterfront site. In this case, it was discovered after investigation that the tower collapsed in the high winds when one of its guy anchors was smashed and torn loose by debris.

During "Hazel" last year, WHNC, Henderson, N. C., lost its tower. WTVE (TV) Elmira, N. Y., had its 491-ft. stick knocked down. WDLA Walton lost its 200 ft. tower. WICH Norwich lost its partially completed new tower with which it was planning a power increase.

All in all, however, it is not a bad record.

One tower maker who has put up almost 1,000 towers of all sorts since 1911, has only lost four in that period. Plus one damaged. Two others—one a more recent entrant in the tower manufacturing field—proudly claim not one tower failure during the storms last year.

But, the fact that hurricanes have begun hitting inward from the coast and striking areas they never have struck before has engendered some soul searching among the tower makers.

A task force of Radio-Electronics-Tv Manufacturers Assn.'s technical products division has been working on revised standards for tower strengths.

Present RETMA standards call for towers to withstand minimum wind loads of 20 lbs. per square foot (70 miles-per-hour winds) for towers up to 600 ft. above ground and 30 lbs. per square foot (86 miles-per-hour winds) for towers above 600 ft. or where they are erected within city limits.

Naturally, towers aren't built to those exact specifications. They won't go down if winds hit 71 mph or 87 mph. There's a large safety factor built into those steel radiators.

And, in what used to be the hurricane areas—Florida, Puerto Rico, Texas and Louisiana—builders put up towers to bear wind loads of 70 lbs per square foot (130 mph winds). In the same areas, AT&T uses microwave towers with 100 lbs. wind load factors.

The Initiated

THESE STATIONS had towers flattened or damaged by last year's hurricanes. This list is based on information received from tower companies, FCC, NARTB, and reports to B•T during the hurricane season last year:

North Carolina — WGTM Wilson, WRCS Ahoskie, WGBR Goldsboro, WCBT Roanoke Rapids, WHNC Henderson, WMPM Smythfield.

Virginia—WKLV Blackstone, WVEC (TV) Hampton, WJWS South Hill.

Pennsylvania — WPEN Philadelphia, WIBG Philadelphia.

New York — WTVE (TV) Elmira, WDLA Walton, WOV New York (tower in New Jersey).

Connecticut—WICH Norwich.

Rhode Island—WPRO-FM Providence, WPJB Providence, WEAN Providence, WICE Providence, WHIM Providence.

Massachusetts—WNBH New Bedford, WBZ-TV Boston, WNAC Boston, WTAG Worcester, WVOM Brookline.

Highest tower involved was WBZ-TV's, which was 500 ft. Others ranged upward from a low of 150 ft. (WKLV Blackstone, Va.).

Respect From Afar

KONI Phoenix, Ariz., which has used the promotional phrase "Connie Loves You," reported last week that it had dropped the use of that slogan during the east coast hurricane, "in respect to the people living in the path of the storm."

Now the problem is whether to up the basic minimums.

This is no easy task. First, the tower makers are selling steel to a customer and it is he who calls the tune. It's a matter of economics too. If the customer wants a tower to stand up to the worst blow that a region ever experienced, the tower makers can do that. But if he wants the tower designed for average conditions, the tower makers will do that too. The former will be more expensive, naturally.

Tower people would love to build up that safety factor to a point where the worst possible conditions cannot disturb their tower. But, if the customer won't go that far . . . after all, they're in business to sell.

It is to their credit, though, that they refuse to go below the minimum standards. Naturally, there is self interest in that attitude; their name is on the tower that fails and whether or not it is their fault, they don't want to be on the receiving end of any finger pointing.

The RETMA tower specifications were established in 1946. The tower specifications task force is part of the Antennas, Towers and Transmission Lines Committee of RETMA's Engineering Dept., which is chairmanned by Philco's M. L. Long. Heading the working group is A. H. Jackson, Blaw-Knox.

The committee is working toward higher minimums, based on tower height and geographical location. Target for recommendations is the end of this year.

Tower Insurance Plan

A year or two ago, NARTB and some insurance companies essayed a plan which would have provided three-year protection for 60% of all radio and tv towers at an estimated premium of $7.5 million. The present 400-odd tv towers represent an investment of about $50 million.

In the course of studies, it was discovered that the ratio of tower claims to premiums was 35%; that is, for every $100,000 collected in premiums, insurance companies paid out $35,000 in damages. This was so good that in 1952, premiums were reduced somewhat.

Premiums run from 40 cents to $6.50 per $100 valuation depending on the location of the tower as to state and area. Also a factor is who built and who erected the tower.

One of the largest underwriters of this business—it is part of inland marine insurance and policies incorporate equipment as well as towers—paid out less than $25,000 in claims for 1954's Hazel damage.

In the last 20 years, there has been an average of 20 hurricanes a year. A hurricane is any storm with wind velocities of 75 miles per hour or more. In most of them winds reach 125-150 mph. With winds roaring counter-clockwise, hurricanes spread themselves over an area ranging from 25 miles to 400-500 miles. September is when most hurricanes occur, but they run from July to November.

In nine hurricanes from 1888 to 1933, average wind velocities for given five minute periods were 35 mph. In nine hurricanes from 1934 to 1954 average wind velocities for given five minute periods were 65 mph.

And it looks as though it might get worse before it gets better.

LOCAL RADIO ADVERTISING HEADS TOWARD NEW RECORD

Time sales are running 12% above last year and promise to pass $390 million for the year. Median increase of 4-5% in total radio station time sales shown in study by Radio Advertising Bureau.

LOCAL business on the nation's radio stations is at an all-time high, averaging 12-13% better than last year and apparently destined to pass the $390-million mark for the year "without any trouble."

This report comes from a study being announced today (Mon.) by Radio Advertising Bureau, whose findings also led RAB officials to estimate that, for all radio stations, a median increase of 4 to 5% in total business—local, national, spot, and network—has been racked up thus far and should go higher by the end of the year.

A total of 82.5% of stations are showing sizable increases over last year in local business, RAB said, noting that record local sales were achieved in one of the months generally regarded as "slow." The $390-million-plus envisioned as the year's total for local business compares with an estimated $341 million in 1954.

Another phase of the study documented the diversity of business interests currently employing local radio and revealed that department stores—the backbone of newspaper advertising—now have moved into a strong third position in the growing list of radio users. Just ahead of department stores and behind front-running automobile dealers, supermarkets and grocery chains are a "surprising second."

Another highlight of the findings was the inversed influence of tv competition on radio sales: As a rule, RAB said, local radio sales were found to be better where tv was heavier.

RAB President Kevin B. Sweeney, releasing results of the study, explained it encompassed local radio advertising on a cross-section of radio stations ranging from the largest markets to several in the under-10,000-population group. It showed, he said, a consistent pattern of gains by stations regardless of market size, programming or affiliation.

Although both traditionally have been weaker months in local radio advertising, either May or June was the biggest local sales month ever, Mr. Sweeney reported. Uncertainty over which was better derives from the almost even division of stations surveyed in the two months. But more than 75% of the survey group said both May and June had topped any previous December or other fall month in their history.

Mr. Sweeney said it was not startling that automobile dealers headed the list as the most active local advertisers.

"But that grocery chains and supermarkets have established themselves as the leading customer of many stations and a good customer for virtually all is one good indication of how much local business has changed for radio stations in the past decade," he said. "Ten years ago we didn't have enough grocery retailer business to pay our own grocery bills.

MR. SWEENEY

"Perhaps the most startling fact the survey turned up was the strong third position occupied by department stores. Four years ago, there was scarcely a major department store in radio. Now, many of the stations listed their leading customer as a department store."

There were "literally dozens" of different types of accounts that were named among their top three by individual stations, Mr. Sweeney said. Among them he listed the following in their order of rank on an industry-wide basis: Local brewers, appliance dealers, furniture stores, banks (virtually tied with furniture stores), bakeries, and soft drink bottlers.

Others which were listed by individual stations as among their top local advertisers included local auto finance firms, utilities, automobile supply companys, men's clothing stores, food brokers, air conditioning dealers, and rug cleaners—all of which Mr. Sweeney said, placed with and in some cases ahead of such traditional local radio users as jewelers, dairies, drug chains, and the like.

RAB found two major "culprits" in the case of the 15.5% of stations which reported drops in local business volume: (1) "either the radio station received a tv grant and began devoting almost all the time of its staff to tv and neglecting the radio property, or a new tv station arrived in town;" (2) "most declines in small cities were due to bad local business conditions resulting from the closing of a major local industry, which had depressed local business."

While new tv competition sometimes hurt local radio, the effect apparently clears up as the newness of tv wears off. More than 25% of the stations reporting increases showed gains of more than 30% and with only one exception, RAB noted, these were operating in markets with two or more television stations.

"Radio is doing better locally in cities almost in direct proportion to the city's tv penetration and the number of tv stations," Mr. Sweeney observed. "New York, San Francisco, Los Angeles, Detroit, Baltimore, and Chicago stations reporting showed among the highest gains. Only 2% of 'big market' stations—those in the top 50—showed a decline in local business."

To what did the gainers attribute their improved positions?

"Better business conditions got a share of the credit, but a grudging one," President Sweeney reported. "Most stations attributed their gains to better selling.

"More sales manpower was cited by station after station. More sales promotion was also listed by the majority of stations. Among the network affiliates in big markets there is mirrored a clear realization that they must get business locally in view of the decline of spot and network."

Almost half of the stations reported drops in both national spot and network—no station reported a gain in income from network business. But half reported an increase in national spot as compared with the same period last year.

"Most of the stations reporting these increases were *not* in smaller cities and were *not* stations that had traditionally done low volumes of national spot," Mr. Sweeney asserted. "By far the most of them were stations that had at one time or another in the past done big volumes of national spot business."

In terms of total business as compared with last year, changes reported by stations ranged from a 45% increase to a 25% drop.

Confidence of stations is reflected in statements on their expectations for the second half of 1955: "(1) Bigger volume than in the first six months, and (2) the biggest—or close to the biggest—half-year in their history." RAB cited these station quotes:

"All indications are for one of the best years of all times in radio. . . ."

"As lined up now, business was never so good. . . ."

"We expect a continual rise. . . ."

"In spite of being 12% under thus far this year, we expect to surpass last year. July ran $500 ahead of 1954 the first week. . . ."

"Business should continue to increase slowly during the last six months. . . ."

"Indications are that business will be terrific. . . ."

"Radio business should continue at a high level if stations really sell and don't permit themselves to be fooled by general boom economy. . . ."

Keeping Tabs on Connie

(For roundup of late radio-tv coverage of hurricanes, see AT DEADLINE, page 7.)

RADIO and tv stations went to work with a will keeping the public informed on the progress of Hurricane Connie, first big one of the 1955 season.

WPTF Raleigh, N. C., put remote facilities and a telephone network into service Tuesday when Connie was heading northward. From "Hurricane Center" in the WPTF newsroom, the staff kept in touch with beaches and weather information sources. A beeper circuit provided taped material for hourly hurricane reports.

Phil Ellis, staff announcer, was stationed at Atlantic Beach, N. C. Bill Jackson, Ted Daniel and Ned Champion covered the Weather Bureau station at the Raleigh-Durham airport. Sam Beard, newsman, kept in touch with Myrtle Beach, S. C. Reports were received every two hours or oftener.

WPTF fed NBC twice daily with hurricane reports.

WCAU Philadelphia put its entire staff of 14 reporters and television cameramen on a steady watch on the progress of the hurricane. First hand reports were gathered by telephone from weather stations as far south as Miami.

Hurricane advisories were broadcast every half hour on WCAU and every hour on WCAU-TV.

A telephone recording of the report of a hurricane hunting pilot just back from an inspection of Connie was used on an early morning newscast Thursday.

At 7:45 a.m. last Thursday, WCAU's Ken Mayer reported that Connie was on the move again.

In addition to its extensive weather coverage, WCAU presented a special program dealing with the hurricane situation and how best to prepare for it.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

SEVEN ADVERTISERS EACH TOP $1 MILLION IN MAY TIMEBUYING

SEVEN national advertisers each spent over $1 million last May for radio-tv network time. One of them—Procter & Gamble—paid out almost $4 million and another—Colgate Palmolive—spent just under $2 million.

These figures were compiled last week from Publishers Information Bureau data for the month, and are on the basis of combined radio-tv expenditures of the top national advertisers which appeared that month in both—or either—of the top 10 listings.

With nearly $3 million in network tv and $890,216 in network radio, P&G was more than $700,000 above its combined radio-tv network total of May 1954; about $200,000 above its April 1955 sum, some $300,000 above March 1955 and about $700,000 over its February 1955 mark.

Colgate-Palmolive, which ranked second in the tv listing and sixth in the radio top 10 for May, spent a combined total of $1,988,697 for network time, or about $360,000 above its May 1954 radio-tv network level.

On the combined radio-tv network basis, number three advertiser for May was General Motors, totaling $1,790,294. GM was followed by Gillette with $1,661,580; Chrysler with $1,249,610; Lever Bros. with $1,121,334 and General Foods with $1,076,709.

Two tobacco firms, big tv spenders and thus on video's top 10 but not appearing in the radio top 10 listing, were American Tobacco Co. and R. J. Reynolds Tobacco Co. If their actual network radio expenditures for May had been added their combined totals would have placed each also in

TV ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING MAY OF 1955 AND 1954 WITH JANUARY–MAY TOTALS

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR MAY AND JAN.-MAY 1955, COMPARED TO 1954

	May 1955	Jan.-May 1955	May 1954	Jan.-May 1954
Agriculture & Farming	....	....	$ 74,392	$ 74,392
Apparel, Footwear & Access.	$ 252,150	$ 1,610,193	215,270	1,545,739
Automotive, Auto Equip. & Supplies	3,772,626	17,628,755	2,476,046	11,444,117
Aviation, Aviation Access. & Equip.	14,535	14,535	....	....
Beer, Wine & Liquor	716,838	3,048,613	613,474	2,826,248
Building Materials, Equip. & Supplies	158,726	556,081	154,970	670,318
Confectionery & Soft Drinks	647,643	3,683,344	489,184	3,061,614
Consumer Services	125,731	668,625	72,042	385,163
Drugs & Remedies	1,621,490	8,782,442	1,021,803	5,597,914
Food & Food Products	6,534,374	33,936,720	5,064,958	24,776,266
Gasoline, Lubricants & Other Fuels	362,495	1,922,496	192,382	1,363,364
Horticulture	52,217	96,120	11,737	23,406
Household Equipment & Supplies	2,443,734	13,175,246	2,159,186	10,974,958
Household Furnishings	395,387	1,483,816	426,068	2,055,811
Industrial Materials	636,789	3,153,374	575,356	2,619,637
Insurance	219,651	877,796	167,555	775,577
Jewelry, Optical Goods & Cameras	488,246	2,160,527	296,057	1,253,314
Office Equip., Stationery & Writing Supplies	555,195	2,721,941	476,280	1,981,948
Publishing & Media	27,872	322,498	7,238	69,588
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	720,697	4,184,291	894,090	3,863,216
Retail Stores & Direct by Mail	....	10,392	....	42,345
Smoking Materials	3,713,779	17,313,169	3,618,784	17,241,164
Soaps, Cleansers & Polishes	3,761,572	17,868,326	3,005,350	13,902,248
Sporting Goods & Toys	4,398	45,927	....	28,900
Toiletries & Toilet Goods	5,993,293	28,528,726	3,607,999	17,121,316
Travel, Hotels & Resorts	38,520	201,225	38,370	561,050
Miscellaneous	242,596	1,543,929	283,088	1,237,251
TOTAL	$ 33,500,554	$165,539,107	$ 25,941,679	$125,496,864

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING MAY 1955

Exquisite Form Brassieres Inc.	$ 90,407
Chrysler Corp.	1,249,610
General Dynamics Corp.	14,535
Pabst Brewing Co.	189,012
Johns-Manville Corp.	74,295
Coca-Cola Co.	246,304
Electric Co.'s Adv. Program	84,546
American Home Prods.	618,533
General Foods Corp.	1,076,709
Gulf Oil Corp.	157,380
Florist's Telegraph Delivery Assn. Inc.	24,120
Armstrong Cork Co.	190,245
Westinghouse Electric Corp.	462,990
Aluminum Co. of America	194,904
Prudential Ins. Co. of America	152,019
Elgin National Watch Co.	190,525
Hallmark Cards Inc.	182,160
Curtis Publishing Co.	13,991
Philco Corp.	243,165
American Tobacco Co.	969,293
Procter & Gamble Co.	2,270,286
Outboard Marine & Mfg. Co.	4,398
Colgate-Palmolive Co.	1,236,455
Pan-American World Airways	38,520
Quality Goods Mfrs. Inc.	58,385

Source: Publishers Information Bureau

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of May 1955.

TOP 10 TV NETWORK ADVERTISERS IN MAY 1955

1. Procter & Gamble	$2,974,940
2. Colgate-Palmolive	1,677,439
3. Chrysler	1,249,610
4. Gillette	1,189,718
5. General Motors	1,175,106
6. General Foods	1,076,709
7. American Tobacco	969,293
8. R. J. Reynolds Tob.	950,833
9. Lever Bros.	797,594
10. General Mills	788,437

TOP 10 RADIO NETWORK ADVERTISERS IN MAY 1955

1. Procter & Gamble	$890,216
2. General Motors	615,188
3. Gillette	471,862
4. Lever Bros.	323,740
5. American Home Prods.	319,160
6. Colgate-Palmolive	316,258
7. Miles Labs	305,273
8. National Dairy Prods.	285,029
9. Liggett & Myers Tob.	266,382
10. Swift & Co.	237,159

the $1 million category. A similar compilation for General Mills would have placed that advertiser at the very least within a whisker of the $1 million figure.

Little change occurred in the makeup of the top 10 tv listing for the month compared with the previous May. General Mills this May replaced P. Lorillard. Each of the top 10 network tv advertisers increased its May expenditure over that for the same month last year.

Radio's top 10, on the other hand, had a turnover of four advertisers: new—General Motors, National Dairy Products, Liggett & Myers, and Swift & Co.; replaced were General Foods, Sterling Drug, P. Lorillard, and Chrysler.

Network tv's gross billings for the January-May period climbed to $165,539,107, well ahead—by some $40 million—of the comparable months of 1954. In radio, gross billings reached $52,271,440, or about $11.5 million under the mark for the comparable 1954 period.

Although soft spots were not so discernible in the healthy results shown for May's listing of gross tv network time sales by product groups compared to the same month last year, the general decrease in such important groups as beer, autos, confectionery and soft drinks, drugs and remedies, food and food products, household equipment, building materials, radio and tv sets, soaps and cleansers and toiletries was much in evidence in gross radio network time sales. Improvement was noticeable in only a few of the categories, among which were gasoline, lubricants and other fuels, insurance and smoking materials.

AM ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING MAY OF 1955 AND 1954 WITH JANUARY–MAY TOTALS

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR MAY AND JAN.-MAY 1955, COMPARED TO 1954

	May 1955	Jan.-May 1955	May 1954	Jan.-May 1954
Agriculture & Farming	$ 41,638	$ 223,299	$ 85,408	$ 443,207
Apparel, Footwear & Access.	....	44,668	74,649	338,492
Automotive, Auto Equip. & Supplies	845,066	4,151,106	957,352	4,360,106
Beer, Wine & Liquor	185,071	654,062	317,115	1,261,898
Building Materials, Equip. & Supplies	3,339	18,708	138,760	710,035
Confectionery & Soft Drinks	154,764	841,020	195,715	1,091,987
Consumer Services	92,337	374,731	124,064	578,027
Drugs & Remedies	1,028,798	6,109,575	1,513,334	8,475,570
Food & Food Products	2,079,805	10,763,941	2,280,160	12,977,724
Freight, Industrial & Agricultural Development	10,452	415,346	....	....
Gasoline, Lubricants & Other Fuels	522,998	2,333,411	328,124	2,495,316
Horticulture	17,016	79,408	34,920	124,643
Household Equip. & Supplies	200,859	1,284,009	342,022	1,742,549
Household Furnishings	17,559	230,492	....	224,901
Industrial Materials	....	....	86,270	386,167
Insurance	352,967	1,642,255	190,857	972,713
Jewelry, Optical Goods & Cameras	....	653,770	166,079	677,155
Office Equip., Stationery & Writing Supplies	68,830	468,741	156,106	591,681
Political	....	7,998	....	....
Publishing & Media	55,971	704,795	94,486	335,578
Radios, Tv Sets, Phonographs & Musical Instruments & Access.	93,585	551,951	146,346	914,943
Retail Stores & Direct by Mail	....	11,383	.....	.....
Smoking Materials	930,706	4,663,807	866,505	5,090,891
Soaps, Cleansers & Polishes	1,094,506	5,396,361	1,287,269	6,589,903
Sporting Goods & Toys	1,349	1,349	....	294
Toiletries & Toilet Goods	1,299,525	6,120,199	1,801,454	9,068,351
Travel, Hotels & Resorts	33,000	160,500	91,143	558,653
Miscellaneous	977,376	4,364,555	819,927	3,740,010
TOTAL	$10,107,517	$52,271,440	$12,098,065	$63,750,794

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING MAY 1955

Allis-Chalmers Mfg. Co.	$ 34,807
General Motors Corp.	546,284
Anheuser-Busch	79,486
General Paint Corp.	3,339
William Wrigley Jr. Co.	124,118
American Tel. & Tel. Co.	88,727
Miles Labs	305,273
National Dairy Products Corp.	285,029
Bekins Van & Storage Co.	10,452
Texas Co.	163,131
Ferry-Morse Seed Co.	17,016
General Motors Corp.	68,904
Burton Dixie Corp.	17,559
Mutual Benefit Health & Accident Assn.	103,238
Minnesota Mining & Mfg. Co.	37,584
First Church of Christ Scientist	27,638
RCA	57,057
Liggett & Myers Tobacco Co.	266,382
Procter & Gamble Co.	634,229
General Products Corp.	1,349
Gillette Co.	471,862
State of Florida	33,000
American Federation of Labor	131,660

ADV. FIELD EYES APPLIANCE MERGER

Union of two RCA home appliance divisions with Whirlpool Corp. and Seeger Co. would create new $130 million giant in the home appliance advertising field. Also associated would be Sears, Roebuck & Co. Justice Dept. says it has no objections to the merger.

A NEW GIANT among home appliance advertisers can be expected if the proposed $130 million merger of the stove and air conditioner divisions of RCA goes through with Whirlpool Corp. of America and Seeger Co. Sears, Roebuck & Co. has substantial minority stockholdings in Whirlpool and Seeger.

Whirlpool, which makes a home laundry equipment line, and Seeger, producer of refrigerators and freezers, will pool their assets, with RCA and Sears acquiring part of the new company. RCA will contribute its stove and air-conditioning lines.

Reflecting the isolation of this activity from RCA's radio-tv interests was the position by RCA executives last week that it was anticipated that all merger plans, including advertising programs, would be handled separately and apart from RCA's current pattern. The new entity, it was said, will have its own advertising and merchandising staff. RCA, it was expected, would have representation on the board of directors of the new entity in an advisory capacity.

RCA has assured the Dept. of Justice that it will not use its position in the proposed Whirlpool-Seeger Corp. to supply the Sears, Roebuck mail order house with its radio-television or phonographic products. This was disclosed last week when Assistant Attorney General Stanley N. Barnes announced that the Dept. of Justice is interposing no objections to the proposed merger of the appliance firms.

Involved in the merger are the Whirlpool Corp., Seeger Refrigerator Co. and RCA's stove and air conditioner divisions (Estate and RCA, respectively). The new company, with assets of more than $130 million and a net worth of $85 million, will be known as Whirlpool-Seeger Corp. Sears is a substantial stockholder in both Whirlpool and Seeger, and markets products of those companies under its own trade names—Kenmore and Coldspot. Common stock of the new company will be distributed in this way: 52.5% to Whirlpool stockholders, 26.3% to Seeger stockholders and 21.7% to RCA. Approval of stockholders must still be obtained by the companies.

Mr. Barnes, who is head of the antitrust division of the Justice Dept., said the department studied the merger plans and decided there was no possibility of a major combine, nor would the merger lessen competition in the stove business.

LATEST RATINGS

NIELSEN

Top 10 Radio Programs
Two Weeks Ending July 9

RANK	PROGRAM	HOMES (000)
EVENING, ONCE-A-WEEK		
	(Average for all programs)	(647)
1	My Little Margie (Philip Morris) (CBS)	1,341
2	My Little Margie (Campana) (CBS)	1,341
3	Best of Groucho (NBC)	1,341
4	Dragnet (NBC)	1,295
5	People Are Funny (Paper-Mate) (NBC)	1,202
6	Godfrey's Scouts (CBS Columbia) (CBS)	1,156
7	Roy Rogers Show (NBC)	1,110
8	FBI In Peace and War (CBS)	1,110
9	People Are Funny (Toni) (NBC)	1,017
10	News From NBC (Wed.) (NBC)	925
EVENING, MULTI-WEEKLY		
	(Average for all programs)	(647)
1	One Man's Family (NBC)	1,110
2	News of the World (NBC)	1,064
3	Fibber McGee & Molly (Participating) (NBC)	971
WEEKDAY		
	(Average for all programs)	(1,202)
1	Ma Perkins (CBS)	1,896
2	Our Gal, Sunday (Participating) (CBS)	1,804
3	Guiding Light (CBS)	1,757
4	Road of Life (CBS)	1,757
5	Wendy Warren (General Foods) (CBS)	1,711
6	Perry Mason (CBS)	1,711
7	This Is Nora Drake (Bristol-Myers) (CBS)	1,665
8	Helen Trent (American Home) (CBS)	1,665
9	Helen Trent (Participating) (CBS)	1,619
10	This Is Nora Drake (Toni) (CBS)	1,619
DAY, SUNDAY		
	(Average for all programs)	(416)
1	Woolworth Hour (CBS)	1,064
2	Adventures of Rin Tin Tin (MBS)	832
3	Nick Carter (MBS)	647
DAY, SATURDAY		
	(Average for all programs)	(555)
1	Gunsmoke (CBS)	1,249
2	Robert Q. Lewis (Miller) (CBS)	1,017
3	Allan Jackson-News (10:55) (CBS)	971

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Decision Upcoming On Apple Adv. Plans

DECISION as to how the Washington State Apple Commission will spend its $650,000 advertising budget during the 1955-56 season is to be settled Aug. 24-25, B•T was told late Thursday by Cole & Weber, Seattle advertising agency handling the campaign.

Radio and tv will be used in a number of markets nationally, the amount to be determined at this meeting, it was reported.

Participations on Dave Garroway's *Today* on NBC-TV already are set, effective Nov. 9, it was announced. Song Ads Inc., Hollywood, is producing radio spots and tv film using a music theme "Apple Waltz" especially composed for the campaign.

About three-eights of the money will be spent between now and the end of the year, it was indicated, with the remainder to be spread through next year. The new campaign begins in October with advertising in 16 markets in the West, Midwest and Texas. In November it will expand to 76 markets, moving eastward into such states as Kentucky, Tennessee and Forida. A total of 110 markets will be required for Christmas promotion during December, Cole & Weber said. David Titus is radio-tv director of the agency.

Three Buy 'Panorama Pacific'

THREE new companies have signed for 13-week participating sponsorship of *Panorama Pacific* (7-9 a.m., five days a week) on a three-station hookup of the Columbia Television Pacific Network, it was announced late Thursday. Stations include KNXT (TV) Los Angeles (key outlet), KPIX (TV) San Francisco and KFMB-TV San Diego.

The new accounts are: Oz Greeting Card Co., through Francis D. Gonda Co., effective Aug. 9; General Mills, for Sperry Cereal, pancake and waffle mixes, effective Aug. 14, through Dancer-Fitzgerald-Sample, and Lambert Pharmacal Co., for Listerine, effective Aug. 9, through Lambert & Feasley.

Nutrilite Story Contest

CONTEST for story ideas will be held by Mytinger & Casselberry Inc., Long Beach, Calif. (international distributors of Nutrilite food supplement) with the start of its sponsorship of *Your Nutrilite Radio Theatre*, a dramatic show, Sept. 18 on NBC Radio. The contest will run through Jan. 15, 1956. Prizes will include trips to Hollywood for 26 contestants submitting winning ideas, as well as new automobiles and other valuable awards. Contestants must submit a 500-word story outline and a 50-word summary of the plot to qualify. Professional writers will adapt the story ideas for the radio series which is part of NBC's weekend *Monitor* service. Entries must be accompanied by an official entry blank obtainable from a Nutrilite food supplement distributor.

FIVE ADVERTISERS TO SHIFT AGENCIES

Nearly $8 million in advertising accounts will change hands in major shuffling of television spot advertisers. Involved: Nehi, Murine, International Salt, Hamilton Watch and Crosley.

FIVE major radio and television spot advertisers with advertising budgets totaling almost $8 million are preparing to switch advertising agency affiliations in the near future.

The advertisers are Nehi Corp., Murine Co., and International Salt Co., plus Hamilton Watch Co. and Crosley radio and tv receivers [B•T, Aug. 1].

BBDO, New York, which has serviced Nehi, Murine and Hamilton Watch, loses the three accounts but has gained a new one, International salt, within a fortnight.

Compton Adv., New York, has gained two new accounts within the past two weeks.

Nehi Corp. (Royal Crown Cola), Columbus, Ga., which has been serviced by BBDO for the past 13 years, will appoint Compton Adv., New York, effective sometime in October. The firm uses television programs placed regionally and a radio spot campaign. Budget is reportedly in the neighborhood of $1.5 million.

Murine Co. (eye lotion), Chicago, which has been with BBDO, New York and Chicago, for more than a decade, is expected to announce a new agency shortly. Murine uses both radio and television spots. It's budget is upwards of $1 million.

Hamilton Watch Co., Lancaster, Pa., announced that effective Jan. 1, N. W. Ayer & Son, Philadelphia, would handle its advertising campaign. The firm has been with BBDO for more than a decade and its advertising budget is approximately $1.5 million.

International Salt Co., Scranton, Pa., which had been serviced by Scheidler, Beck & Werner, New York, appointed BBDO, New York, to handle its advertising.

Crosley radio and tv receivers, Cincinnati, with a budget of approximately $2.5 million, named Compton Adv. [B•T, Aug. 1] to handle its advertising effective immediately. Television is expected to be used.

Now in operation!

WXEX-TV

CHANNEL 8

with the basic

NBC-TV NETWORK

serving

RICHMOND

PETERSBURG and CENTRAL VIRGINIA

The rich market of Richmond, Petersburg, and Central Virginia gets a great new TV station! WXEX-TV has

MAXIMUM POWER - 316 KW

MAXIMUM TOWER HEIGHT-

1049 ft. above sea level

943 ft. above average terrain—100 ft. higher than any station in the Richmond market.

CHOICE AVAILABILITIES NOW—

but they're going fast! See your Forjoe man!

Let's Face The Facts!

Chicks have been the Hill Hatchery's business for years! And for years KFAB has made Hill Hatchery's CHICKS their business! As Hill Hatchery's President, Roscoe Hill, points out, "Hill Hatchery was pioneering in the hatchery business at the time KFAB was pioneering in the radio business." Together they grew up and prospered . . . together they learned the power of low cost selling on KFAB.

FACING THE FACTS this month with ROSCOE HILL of HILL HATCHERY, Lincoln, Nebraska, is something we are mighty proud to do. As a radio pioneer, KFAB has worked with many pioneering firms — building extra sales, extra profits through effective advertising. If you are interested in building sales, maintaining sales, you'll find the sure way to do it, at low cost, is to use KFAB.

Face the Facts on your sales chart now. Then face the facts concerning results that KFAB can deliver for you. A Free & Peters man will be glad to give you all the facts you need. Or, get "face the facts" data from General Manager Harry Burke.

Gross Farm Income in KFAB area well over a BILLION and ONE HALF dollars.

THE MIDWEST-EMPIRE STATION

KFAB

50,000 WATTS

OMAHA NBC RADIO

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

Wildroot Heads Group Of New Spot Clients

WILDROOT Co. (hair preparations), Buffalo, was in the vanguard last week among advertisers preparing spot announcement campaigns starting in September. Other advertisers starting next month include Grove Labs (Bromo-Quinine) and Sunshine Biscuits Inc.

Wildroot, through BBDO, is preparing a television spot announcement campaign in over 100 markets in addition to its Monday co-sponsorship of *Robin Hood* on CBS-TV. The spot campaign will start Sept. 30 and run 52 weeks. The agency is buying mostly late evening spots in C and D time.

Grove Labs, St. Louis, through Benton & Bowles, New York, will start Sept. 19 a radio only spot announcement campaign for Bromo-Quinine in 39 markets. The contract runs eight weeks, then drops out during the Christmas season and resumes again for five more weeks during the new year.

Sunshine Biscuits, through Cunningham & Walsh, New York, effective Sept. 13, will start a television spot campaign in over 50 markets and a radio drive in about six. Contracts are varied but mostly run 13 weeks.

General Foods to Sponsor New 'Fury' Film Series

GENERAL FOODS, Post Cereals Div., for Sugar Crisps and Grape Nuts Flakes, will sponsor a new tv film series, *Fury*, derived from the classic *Black Beauty*, effective Oct. 15 on NBC-TV (Sat., 11-11:30 a.m.). It is a Television Programs of America package. *Fury* dramatizes the adventures of a city waif, played by 11-year-old Bobby Diamond, when he is taken to a ranch as the ward of the ranch owner. Leon Fromkess will produce under personal supervision of Edward H. Small, board chairman of TPA.

The sale of *Fury* by TPA was one of the fastest on record, according to Michael Sillerman, executive vice president. The program was auditioned for the client on a Wednesday and approved two days later.

Hormel Reported Asking Radio-Tv Rate Card Cuts

A RADIO-TV spot campaign in which stations in Texas, Ohio and elsewhere are urged to "throw away" their rate cards or sell time to the company's dealers at local rates has been launched by George A. Hormel & Co., Austin, Minn., it was reported last week.

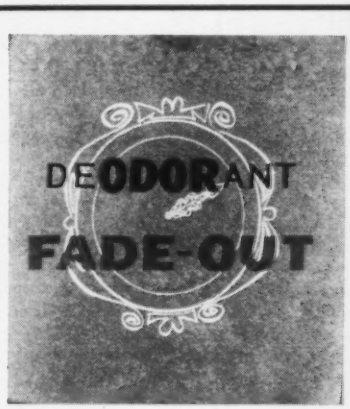
Some station representatives have reported requests for availabilities involving the firm's Flavor Seal products, particularly in the southwest markets, it was reported. The campaign is being handled personally by Carson J. Morris, Hormel advertising manager, who has been unreachable for comment the past week.

Mr. Morris reportedly has contacted stations in Ohio and written Hormel's local district representatives and dealers in Wichita Falls, Dallas, Fort Worth, Houston and other southwest cities urging them to contact stations for "local" card rate on women's participating and other shows.

Hormel's account is handled nationally by BBDO, Minneapolis, which has placed radio and tv time for it in the past. Hormel has been acknowledged as a good sports buyer (roughly $550,000 in radio) and formerly was a network tv advertiser. At one time it sponsored the Hormel Girls, which now is being syndicated as a film property.

NEW SPOT

Technique matches copy in Etiquet commercial



A FADE-OUT in television is a useful device; in a deodorant it's embarrassing.

So, in its tv commercials for the Lehn & Fink Products Corp. deodorant, Etiquet, McCann-Erickson's tv department makes frequent use of the tv fade-out to demonstrate that Etiquet never does.

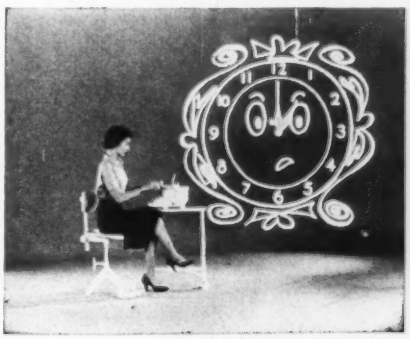
The 30-second filmed commercial, seen on the *Sunday Lucy Show* on CBS-TV, utilizes live actors, animated drawings and stylized scenery, all combined in single frames, as well as fade-outs to tell the story: "Etiquet stops deodorant fade-out."

The opening is a clock, with "Deodorant fade-out" written across its face. While a girl's voice chants "fade-out, fade-out, fade-out," the hands rotate and as they reach 12 o'clock the letters fade out, leaving only the "odor" or "deodorant" strong and clear.

Backing away from the clock, we see a young lady enter the room, hang up her coat and start typing and filing while she recites a rhyme to the effect that she doesn't need that fade-out warning, she used a deodorant that very morning. But the clock, whose early smiling face now wears an expression of distatse, says: "But it's four o'clock now and I wish someone would tell her."

The girl looks startled and fades from the screen, which shows a jar of Eitquet as the announcer describes its all-day-long protection. Then she's back, in a different dress, typing busily as a young man bends over her and the clock smiles, for she now knows what Etiquet can do by day and—as the same couple, now in evening clothes are seen dancing in front of the same clock —by night, as the voice of the announcer explains.

Harry Bresler of the McCann-Erickson tv department created the commercial. S. Rollins Guild, the agency's tv art director, was in charge of the film's art work. Howard S. Olds was agency producer and Elliot, Unger & Elliot produced the film.



From workroom . . . . . to ballroom

Standard Oil Buys Football

STANDARD OIL Co. (of Indiana) will sponsor broadcasts of all football games of Colorado and Nebraska universities (10 each) this fall on the respective outlets of KLZ Denver and KFAB Omaha. The company has contracted through D'Arcy Adv. Co., Chicago, to sponsor the games on a somewhat curtailed college football radio schedule from last year's. Commitments follow Standard's purchase of all Chicago Bears games on WGN Chicago and part of the All Star-Pro football game on ABC-TV this month [B•T, July 25].

Motorola Plans Big Campaign

MOTOROLA Inc. plans to launch multi-million dollar advertising and promotion campaign with heavy saturation of tv spots in key markets, David H. Kutner, advertising-promotion director, announced Aug. 5. About $1 million will be spent on spots in over 100 markets through the fall, it was revealed. Radio spot announcement "Planner Guide" is among sale promotional tools to be offered retailers during campaign, with theme "Value Above All." Firm will use "Motorola Tv" birthday jingle in audio messages.

Kudner's Kirk, Dene Named Senior V.P.'s

MYRON P. KIRK, vice president and director of television and radio, and Shafto H. Dene, vice president and copy chief, have been elected senior vice presidents of Kudner Agency, New York, J. H. S. Ellis, president of the agency, announced last week.

Mr. Kirk has been with Kudner since 1941. Prior to that he served as a vice president of Famous Artists and vice president of Ruthrauff & Ryan. Mr. Kirk is credited with many television firsts. He helped set patterns with such programs as the *Milton Berle Show*, then sponsored by Texas Co., and the Liebman-directed Sid Caesar-Imogene Coca show.

Mr. Dene was one of the founders of the agency in 1935. He started his career as a copywriter under the late Arthur Kudner in the Chicago office of Erwin, Wasey & Co. He moved to New York when Mr. Kudner became president of Erwin, Wasey, and again moved with him when he formed his own company in Oct. 1, 1935. In 1950 Mr. Dene succeeded the late Hayward Anderson as copy chief of Kudner.

MR. KIRK

MR. DENE

Messrs. Kirk and Dene are members of the agency's executive committee and its board of directors.

Richard Strobridge Dies; Cunningham & Walsh Director

RICHARD L. STROBRIDGE, 69, director and secretary of Cunningham & Walsh, New York, died at his summer home in South Egremont, Mass., Aug. 7. He also resided at 860 Fifth Ave., New York. One of the founders of Newell-Emmett (which preceded C & W), Mr. Strobridge has been secretary of the agency since its beginning in 1919.

He was born in Stamford, Conn., and received his Ph.D. degree in mechanical engineering from Yale in 1910. His first jobs were with the Wheeler Condenser & Engineering Co. of Carteret, N. J., and the U. S. Cast Iron Pipe & Foundry Co. of Burlington, N. J. In 1916 he joined Frank Seaman Inc. and three years later joined Newell-Emmett.

He was a member of the Yale Club, University Club and Shenrock Shore Club at Rye, N. Y.

Surviving are his wife, Mrs. Irene Marcy Strobridge, and a daughter, Mrs. Malcolm M. Brown.

Cody of Burton Browne Adv. Opens Own Agency in Chicago

FORMATION of his own advertising agency in Chicago was announced last week by James P. Cody, executive vice president of Burton Browne Adv., that city.

Mr. Cody, who joined the Browne agency in 1951 and was appointed executive vice president last year, opened offices of Cody Adv. last Monday at 30 W. Washington Blvd. (Suite 1140).

Before joining Burton Browne, Mr. Cody was advertising manager of Motorola Inc.'s communications division.

Hall & Thompson Agency Organized in Oklahoma City

TWO Oklahoma City advertising men, Norman F. Hall and Daniel P. Thompson, have announced the formation of Hall & Thompson Inc. Advertising Agency.

Mr. Hall is president and Mr. Thompson vice president of the new firm which will handle the preparation and placement of advertising in all media.

Both men formerly were associated with Erwin, Wasey & Co. of Oklahoma City. Offices of Hall & Thompson Inc. will be located at 1510 First National Bldg.

M-E Transfers Conine To Los Angeles Office

WILLIAM H. CONINE, vice president of McCann-Erickson, New York, has been transferred to the agency's Los Angeles office to head client service and be chairman of the agency's advisory committee there. With the agency 21 years, Mr. Conine had been senior group head on the National Biscuit account from 1945 until earlier this year when he assumed general executive duties.

Ad Council Campaign for U.N.

SHORT advertising campaign stressing the achievements of the United Nations since its organization 10 years ago will be conducted in October by The Advertising Council, New York, T. S. Repplier, Council president, announced last week. Volunteer coordinator is Harold L. Curtis, vice president, Shell Oil Co. Kenyon & Eckhardt has been appointed the volunteer advertising agency on the campaign.

Toy Guidance Council Sets $500,000 Budget for Tv Show

A BUDGET of over $500,000 has been allocated for a 13-week tv schedule in upwards of 75 markets by leading toy manufacturers under the supervision of the Toy Guidance Council. The announcement was made last week by Ray Nelson, director of national spot sales of the Television Bureau of Advertising, New York, and Ed Ratner, tv director of Friend-Reiss Adv., which handles the account. TvB and the agency have been at work on the drive since early summer.

The tv schedule will consist of agency-produced quarter-hour film programs featuring Paul Winchell, ventriloquist. It will start about Nov. 1. Pilot films of the new show have been screened for leading stations and representatives and Mr. Ratner reports that acceptance has been virtually 100%.

Sterling Drug 6-Month Net Up

NET PROFIT of Sterling Drug Inc., and its subsidiary companies for the first six months of 1955 was $8,485,721 as compared with $7,181,705 for the corresponding period in 1954, James Hill Jr., chairman of the board, announced last week. It was the highest figure ever recorded for any six-month period in Sterling's history. After deducting preferred dividends, the 1955 earnings to the end of June were equivalent to $2.16 per share of common stock, compared with $1.82 per share for the period ended June 30, 1954.

Pabst Buys Bout on Radio

PABST BREWING Co., Chicago, will sponsor the broadcast of the Marciano-Moore heavyweight championship bout from Yankee Stadium, New York, on Sept. 20 over ABC Radio, starting at 10:30 p.m. EDT. The agency is Warwick & Legler, New York. The bout will not be carried on home television but over a closed-circuit network arranged by Theatre Network Television (see story page 101).

GRACE McELVEEN, promotion manager of WAFB-TV Baton Rouge, La., receives the first prize award of $600 in a nationwide contest for promotion and merchandising of the *Sunday Lucy Show*. Presenting the check is Walter Plaut, executive vice president of Lehn & Fink Products Corp. (cosmetics), sponsors of the show. William Hausberg (l), director of advertising and promotion, Lehn & Fink, and William Dekker, vice president, McCann-Erickson Inc., witness the presentation.

Swift Seeks New Show

DISCUSSIONS were held in New York last week looking toward a network television property for Swift & Co., Chicago meat packer, which is dropping the Horace Heidt *Show Wagon* on NBC-TV Oct. 2.

Talks involved representatives of Swift and J. Walter Thompson Co., its agency, and centered around the 7:30-8 p.m. time segment to precede the new Perry Como show. At NBC-TV's urging, Swift has agreed to abandon the Heidt program altogether in favor of a property yet to be selected. No decision had been reported by last Thursday.

Ronson to Sponsor Newscast

RONSON CORP., manufacturer of pocket and table lighters and electric shavers, has signed to sponsor the Wednesday and Friday segment of *Douglas Edwards with the News*, CBS-TV Monday-Friday 7:30-7:45 p.m. CBS-TV says Mr. Edwards' news programs, going into their eighth season Aug. 22, are the oldest tv network news shows on the air.

Agency for Ronson is Norman, Craig & Kummel. Other sponsors are American Tobacco Co. on Tuesday and Thursday through Sullivan, Stauffer, Colwell & Bayles and American Home Products Corp., through Biow, Beirn & Toigo Co.

Bowen Named Geyer Adv. V.P.

VERNON BOWEN, who has been with Geyer Adv. since 1948, has been elected a vice president of the agency. He has been closely identified with the Kelvinator division of the American Motors account, and also serves the creative activities of the agency as a whole.

'Time Buyers Register' Out

EIGHTH edition of the semi-annual *Time Buyers Register*, listing more than 2,000 timebuyers and 6,000 accounts for which they buy radio-tv time, has been issued by Executives Radio-Tv Service, Larchmont, N. Y. The publication lists the specific timebuyer for each account, and contains an agency index for quick reference. Advertising agency information includes address, telephone number and timebuying personnel and is arranged alphabetically by state and city.

BUYING

Liggett & Myers Tobacco Co., N. Y., signs for alternating Tues.-Thurs. and Mon.-Wed.-Fri. sponsorship of *Harry Babbitt Show* (Mon.-Fri., 7:45-8 a.m. PDT) on 23 Columbia Pacific Radio Network stations, effective Sept. 13. Agency: Cunningham & Walsh, N. Y.

Ralston-Purina Co. cereal div., St. Louis, planning heavy radio-tv spot campaign in four markets starting last of September or early October to push new Purina dog chow product. Agency: Gardner Adv. Co., same city.

American Home Products Corp., New York, has renewed *Gabriel Heatter* over Mutual (Mon.-Wed.-Fri., 7:30-7:45 p.m. EDT), starting Sept. 12. Sullivan, Stauffer, Colwell & Bayles, New York, is agency handling account.

AGENCY APPOINTMENTS

Webster-Chicago Corp. has appointed John W. Shaw Adv. Inc., same city, to handle all advertising. Agency also is responsible for placing all Webcor radio-tv advertising including com-

MINNESOTA-MONTANA SOUTH DAKOTA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers may clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

MINNESOTA	Total Farms	Farms With Tv	% Tv Farms
Aitkin	1,805	332	18.4
Anoka	1,194	783	65.6
Becker	2,613	453	17.3
Beltrami	1,676	80	4.8
Benton	1,395	461	33.0
Big Stone	983	91	9.3
Blue Earth	2,784	1,552	55.7
Brown	1,976	844	42.7
Carlton	1,630	610	37.4
Carver	1,875	1,156	61.7
Cass	1,487	176	11.8
Chippewa	1,629	326	20.0
Chisago	1,618	965	59.6
Clay	1,988	979	49.2
Clearwater	1,305	46	3.5
Cook	34	0	0.0
Cottonwood	1,959	536	27.4
Crow Wing	1,283	245	19.1
Dakota	1,839	1,427	77.6
Dodge	1,691	996	58.9
Douglas	2,283	300	13.1
Faribault	2,388	863	36.1
Fillmore	2,779	854	30.7
Freeborn	2,910	1,300	44.7
Goodhue	2,698	1,491	55.3
Grant	1,286	146	11.4
Hennepin	2,534	1,793	70.8
Houston	1,619	220	13.6
Hubbard	1,095	60	5.5
Isanti	1,470	721	49.0
Itasca	1,714	165	9.6
Jackson	2,254	516	22.9
Kanabec	1,381	661	47.9
Kandiyohi	2,540	866	34.1
Kittson	1,290	42	3.3
Koochiching	903	30	3.3
Lac qui Parle	1,970	281	14.3
Lake	152	46	30.3
Lake of the Woods	632	5	0.8
Le Sueur	1,863	1,095	58.8
Lincoln	1,514	197	13.0
Lyon	1,911	373	19.5
Mahnomen	850	175	20.6
Marshall	2,382	230	9.7
Martin	2,504	856	34.2
McLeod	2,299	1,317	57.3
Meeker	2,263	1,131	50.0
Mille Lacs	1,725	678	39.3
Morrison	2,845	558	19.6
Mower	2,585	1,249	48.3
Murray	2,003	451	22.5
Nicollet	1,483	785	53.0
Nobles	2,206	667	30.2
Norman	1,711	585	34.2
Olmsted	2,264	958	42.3
Otter Tail	5,894	931	15.8
Pennington	1,152	56	4.9
Pine	2,452	792	32.3
Pipestone	1,307	414	31.7
Polk	3,660	554	15.1
Pope	1,731	282	16.3
Ramsey	454	390	85.9
Red Lake	851	65	7.6
Redwood	2,597	840	32.3
Renville	3,040	1,285	42.3
Rice	2,197	1,365	62.1
Rock	1,404	617	43.9
Roseau	2,132	53	2.5
St. Louis	3,568	900	25.2
Scott	1,471	991	67.4
Sherburne	1,009	548	54.3
Sibley	2,142	1,250	58.4
Stearns	4,308	1,442	33.5
Steele	1,837	987	53.7
Stevens	1,233	110	8.9
Swift	1,723	366	21.2
Todd	3,293	505	15.3
Traverse	1,012	149	14.7
Wabasha	1,545	651	42.1
Wadena	1,333	140	10.5
Waseca	1,625	784	48.2
Washington	1,514	1,070	70.7
Watonwan	1,421	503	35.4
Wilkin	1,183	477	40.3
Winona	1,787	520	29.1
Wright	3,177	1,910	60.1
Yellow Medicine	2,103	374	17.8
Totals	165,225	55,045	33.3

MONTANA	Total Farms	Farms With Tv	% Tv Farms
Beverhead	339	32	9.4
Big Horn	815	84	10.3
Blaine	734	16	2.2
Broadwater	215	6	2.8
Carbon	896	188	21.0
Carter	432	1	0.2
Cascade	1,132	290	25.6
Chouteau	1,064	337	31.7
Custer	453	---	---
Daniels	609	6	1.0
Dawson	687	6	0.9
Deer Lodge	117	13	11.1
Fallon	384	7	1.8
Fergus	1,070	63	5.9
Flathead	1,434	88	6.1
Gallatin	1,041	13	1.2
Garfield	366	6	1.6
Glacier	385	4	1.0
Golden Valley	197	25	12.7
Granite	181	9	5.0
Hill	899	61	6.8
Jefferson	274	2	0.7
Judith Basin	489	71	14.5
Lake	1,490	98	6.6
Lewis and Clark	382	50	13.1
Liberty	337	107	31.8
Lincoln	387	25	6.5
Madison	508	30	5.9
McCone	610	5	0.8
Meagher	155	---	---
Mineral	85	---	---
Missoula	642	33	5.1
Musselshell	259	23	8.9
Park	550	19	3.5
Petroleum	140	3	2.1
Phillips	711	7	1.0
Pondera	696	80	11.5
Powder River	424	---	---
Powell	222	1	0.5
Prairie	257	---	---
Ravalli	1,396	69	4.9
Richland	1,004	3	0.3
Roosevelt	860	18	2.1
Rosebud	481	18	3.7
Sanders	591	34	5.8
Sheridan	965	25	2.6
Silver Bow	142	28	19.7
Stillwater	643	117	18.2
Sweet Grass	356	16	4.4
Teton	952	204	21.4
Toole	446	50	11.2
Treasure	148	14	9.5
Valley	1,097	5	0.5
Wheatland	201	3	1.5
Wibaux	290	2	0.7
Yellowstone	1,401	555	39.6
TOTAL	33,059	2,970	9.0

SOUTH DAKOTA	Total Farms	Farms With Tv	% Tv Farms
Armstrong	10	---	---
Aurora	817	34	4.2
Beadle	1,518	78	5.1
Bennett	386	7	1.8
Bon Homme	1,368	457	33.4
Brookings	1,841	512	27.8
Brown	1,846	193	10.5
Brule	711	19	2.7
Buffalo	154	2	1.3
Butte	651	7	1.1
Campbell	636	23	3.6
Charles Mix	1,567	163	10.4
Clark	1,298	64	4.9
Clay	1,153	703	61.0
Codington	1,078	82	7.6
Corson	777	51	6.6
Custer	380	1	0.3
Davison	892	85	9.5
Day	1,600	46	2.9
Deuel	1,208	132	10.9
Dewey	484	40	8.3
Douglas	883	40	4.5
Edmunds	978	22	2.2
Fall River	415	7	1.7
Faulk	711	41	5.8
Grant	1,264	67	5.3
Gregory	1,086	44	4.1
Haakon	431	2	0.5
Hamlin	1,023	87	8.5
Hand	1,093	44	4.0
Hanson	830	149	18.0
Harding	408	2	0.5
Hughes	327	6	1.8
Hutchinson	1,683	357	21.2
Hyde	395	8	2.0
Jackson	219	3	1.4
Jerauld	633	57	9.0
Jones	289	---	---
Kingsbury	1,392	235	16.9
Lake	1,252	574	45.8
Lawrence	339	---	---
Lincoln	1,734	750	43.3
Lyman	636	18	2.8
Marshall	1,024	239	23.3
McCook	1,324	371	28.0
McPherson	1,104	32	2.9
Meade	1,049	9	0.9
Mellette	350	15	4.3
Miner	1,007	251	24.9
Minnehaha	2,320	1,242	53.5
Moody	1,295	556	42.9
Pennington	795	11	1.4
Perkins	955	24	2.8
Potter	544	10	1.8
Roberts	1,911	289	15.1
Sanborn	819	50	6.1
Shannon	240	2	0.8
Spink	1,557	102	6.6
Stanley	216	2	0.9
Sully	419	8	1.9
Todd	412	1	0.2
Tripp	1,194	21	1.8
Turner	1,866	656	35.2
Union	1,366	856	62.7
Walworth	579	12	2.1
Washbaugh	173	---	---
Yankton	1,360	622	45.7
Ziebach	344	7	2.0
TOTAL	62,520	10,600	17.0

PRO

MONITOR, NBC's new radio pattern, showed such tremendous potential that advertisers invested over $1,500,000 before its premiere.

Now, after 6 weeks of broadcasting, the MONITOR story can be told in hard facts.

MONITOR programming attracts a big cumulative audience . . . fast! With 15 participations spaced over a weekend, an advertiser reaches 3,670,000 different homes . . . reaches them at the rate of 367 unduplicated homes per dollar.*

MONITOR gives its sponsors more homes per dollar than any weekend sponsor on the second network. If weekend radio advertisers sponsoring conventional-type programs on the next network were to invest comparable sums in MONITOR, here's what they would get:

more homes for your money o

VEN!

SPONSOR	LENGTH	Current Show on 2nd Network COST	DIFF. HOMES REACHED	Same Money Invested in MONITOR DIFF. HOMES REACHED	GAIN
A	60 Min.	$22,800	917,000	4,130,000	350%
B	30 Min.	11,300	1,055,000	3,670,000	248%
C	15 Min.	7,600	1,192,000	3,120,000	165%

This is without counting MONITOR's huge bonus audience listening to car radios and portables. A special Advertest survey of car-riders during the last July weekend showed that more listeners were tuned to NBC than to all other networks combined.

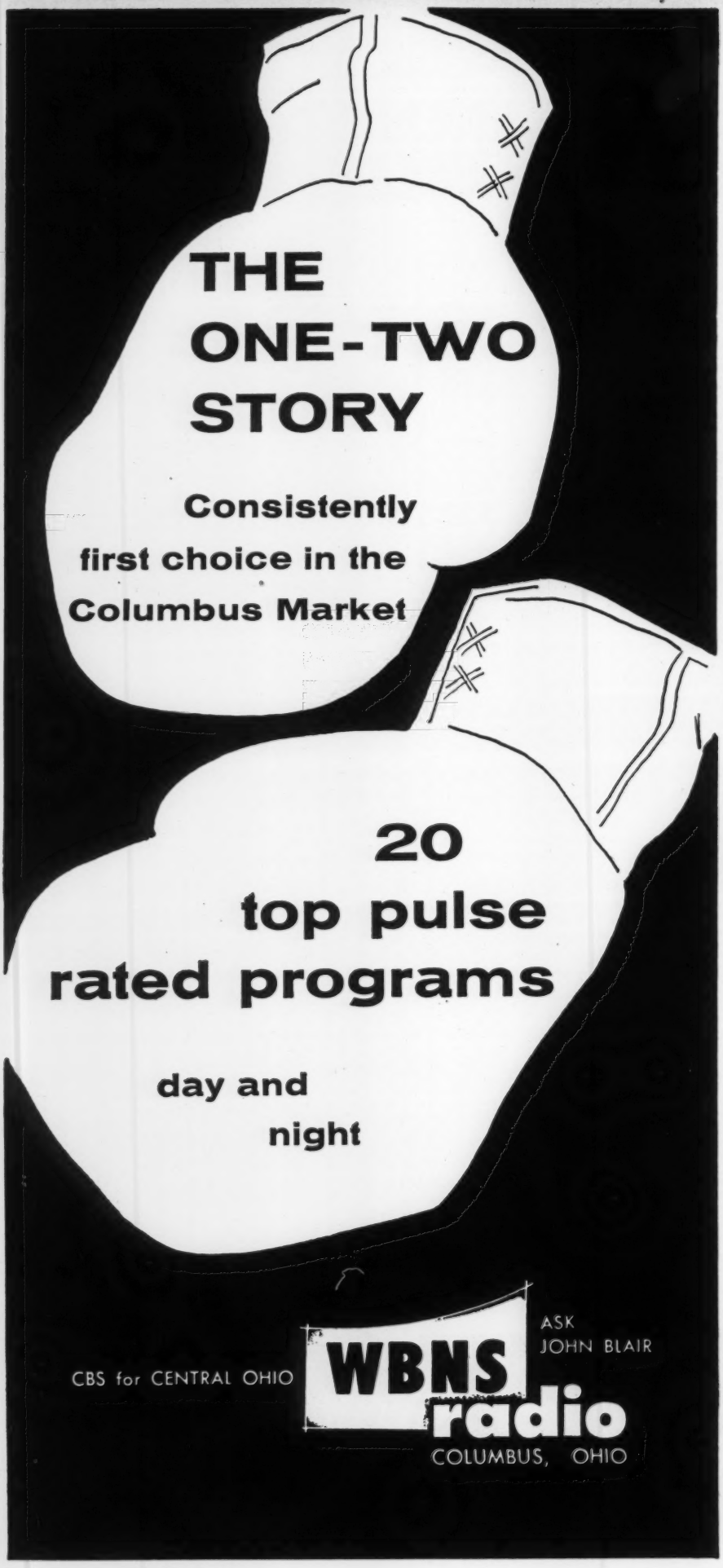
Reach greater audiences with your advertising dollar by switching to radio's future pattern. MONITOR is virtually sold out for the coming Labor Day weekend, but other choice weekend time is still available. Call your NBC Representative today.

*Nielsen Special Report, covering 2 weeks ending June 25.

MONITOR

Exciting things are happening on the NBC RADIO NETWORK

a service of RCA



mitment for alternate-week sponsorship of Tony Martin show on NBC-TV starting Sept. 5. In B•T, July 25 story agency was incorrectly identified as Fuller & Smith & Ross, Chicago, former agency.

Fred W. Amend Co. (Chuckles candy), Chicago, appoints Earle Ludgin & Co., same city.

Official Films Inc. (tv films), N. Y., has appointed Brucker & Ross Inc., same city.

Fine Products Corp. (Hollingsworth and Nunnally's candies), Augusta, Ga., has appointed Day, Harris, Hargrett & Weinstein Inc., same city. Tv will be used.

Amen Industries (toys, greetings cards, car accessories) appoints Walter McCreery Inc., Beverly Hills, Calif. Joe Landfield is account executive. Radio-tv planned.

Sonotone of New York (hearing aids) and **Tri-State Buick Dealers Assn.,** N. Y., N. J., and Conn., appoint William Warren, Jackson & Delaney, N. Y. Stevens P. Jackson is account executive on both. Sonotone will use radio-tv spots in N. Y. area in fall. Tri-State is using 200-spot campaign on N. Y. City stations.

A&A PEOPLE

John Monsarrat, Lennen & Newell, N. Y., to J. Walter Thompson Co., N. Y., as vice president and account representative.

Julian Field, copy chief, Ted Bates & Co., N. Y., to Lennen & Newell, same city, as vice president.

MR. FIELD

John W. Harder, account executive, Albert Frank-Guenther Law Inc., N. Y., elected vice president.

H. A. Kent, chairman of board and director, P. Lorillard Co., retires Sept. 1, continuing with firm in advisory and consultant capacity.

Lou Holzer, account executive at M. B. Scott Adv., Hollywood, has been promoted to vice president. He formerly was radio-tv director at Lockwood-Shackelford Co., L. A.

Allen McGinnis, tv dept., BBDO, N. Y., named copy chief, L. A. office, succeeding **Harry Bell,** who moves to N. Y. office as copy group head.

Robert S. Congdon, formerly vice president and group head, McCann-Erickson, N. Y., to Ted Bates & Co., as Snow Crop account executive.

Raymond P. Wiggers to Reincke, Meyer & Finn, Chicago, as account executive.

Philip E. Genthner, vice president and account executive, Scheideler, Beck & Werner, N. Y., to Geyer Adv., N. Y., as account executive.

Jacquelin M. Molinaro, timebuyer, Anderson-McConnell Adv., Hollywood, appointed media director.

Robert D. Schwartz to Deepfreeze appliance div., Motor Products Corp., Detroit, as advertising sales promotion manager.

Glenn E. Martin appointed copy group head, Campbell-Mithun Inc., Minneapolis.

Jack Wormser, formerly director, ABC Hollywood, named director-expediter, radio-tv dept., Erwin, Wasey & Co., L. A.; **William Lines,** formerly national advertising manager, *Pasadena* (Calif.) *Star-News,* to sales promotion staff of agency.

Up to a mountain top in September

KING OF A NEW FRONTIER

In September WSJS-TV, Winston-Salem, N. C., goes to maximum power — creating one of the South's biggest TV markets. And with North Carolina's rich Golden Triangle of Winston-Salem, Greensboro, and High Point as the core!

NEW MAXIMUM POWER — 316,000 watts!

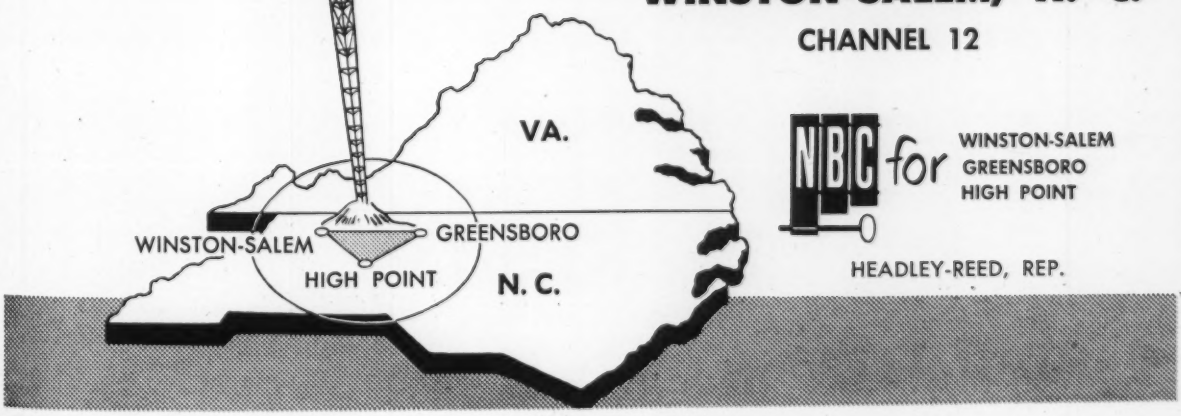
NEW MAXIMUM HEIGHT — 2,000 feet above average terrain.

MORE COVERAGE — 91 counties, in four states.

MORE TV HOMES — 612,343 sets.
3,943,000 people.
$4,350,000,000 buying power.

WSJS-TV

WINSTON-SALEM, N. C.
CHANNEL 12



NBC for WINSTON-SALEM GREENSBORO HIGH POINT

HEADLEY-REED, REP.

They
concentrate
on you!

You get a whale of a lot of concentration when you put this charmed WCBS circle to work for you. Their area of concentration carries them far beyond studio confines... to local supermarkets, to client sales meetings, to high school dances and parent-teacher meetings. And everywhere they go, they're constantly making new friends, building bigger audiences.

All of which really pays off: WCBS Radio consistently places more programs on the list of Top Ten local daytime participating shows than *all the other New York network stations combined.*

They're a dedicated group of performers... realistically dedicated to selling the products *you* advertise. Try concentrating your advertising with these nationally-known local personalities . . . and let them concentrate their selling efforts on you. Call CBS Radio Spot Sales or Henry Untermeyer at

WCBS RADIO *New York*
Number One Station in the Number One Market

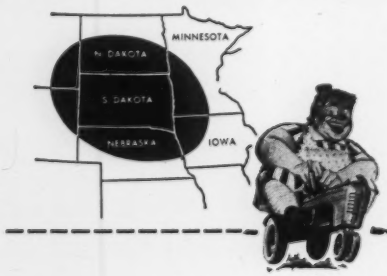
Anybody here you don't know?

Reading clockwise from Martha Wright, they are: Jack Sterling Bob Haymes Lanny Ross John Henry Faulk Bill Ramble Bill Leonard Herman Hickman Galen Drake

It's a FIXED race

in the land where TV means "taint-visible"

NO doubt about it, radio's a sure thing in Big Aggie land. 660,950 families are staunch radio fans in the rich, 5-state Great Upper Missouri Valley. TV stands for "taint-visible" in Big Aggie Land; and no one newspaper can stride this wide land day by day like radio. And far in the lead by several lengths is WNAX-570. So whatever media you consider in other markets, there's only one low-cost, high-return way to get your share of the $2.8 billion buying income in Big Aggie Land - and that is WNAX-570.



WNAX-570

Yankton, South Dakota

A Cowles station. Under the same management as KVTV, Channel 9, Sioux City: Iowa's second largest market.
Don D. Sullivan, Advertising Director

CBS Radio

Represented by the Katz Agency

MOVIE INDUSTRY BLASTED BY ZIV

Television producer censures Hollywood for producing "by-product" tv films for commercial purposes without an actual interest in the industry. Claims Hollywood does not have the proper background knowledge to produce top entertainment.

IN A strongly worded analysis of the drift of major motion picture film companies into the television field, Frederic W. Ziv, president of Ziv Television Programs Inc., last week asserted that major picture studios "Are giving every indication of regarding television film production as a by-product."

Mr. Ziv questioned "The seriousness of purposes" of major motion picture companies in entering the tv field, and declared: "The production of television film can only be a by-product activity of these great theatrical motion picture producers—a by-product loaded with free advertising for their movies at the expense of sponsors and tv stations. I do not regard this as a revolutionary development that is going to produce wave after wave of brilliant programming, startling new distribution plans or great new contributions to better audience services and entertainment. I would like to feel that we could look to them for a real contribution to quality programming which would enhance our medium and increase audience enjoyment and enlightenment, but I see no evidence of such forward looking steps."

Where They're Going

In a five-point analysis of the direction in which he feels the major film studios are headed, Mr. Ziv made these observations:

1. The by-product films to be made for tv cannot be given right-of-way at these studios, whose first objective must be the production of "better, bigger box-office, theatrical features for which there is a great public and a great profit throughout the world." Their customers (the exhibitors) will not permit any substantial diversion of plant, technical skill, executive leadership or know-how to a new medium that is so directly competitive to the basic interests of the motion picture industry. Financial institutions and others who have a major stake in this field will join powerful exhibitor interests to see that by-product does not become the major product. Audiences will not welcome tv programming that turns out to be long trailers to "glorify" a given movie.

2. Production of television films for an intimate audience of family groups is an exacting business, and does not find many direct counterparts in the production of motion pictures for theatrical exhibition. The ability of outstanding motion picture producers is no guarantee of ability to serve the home tv audience and the advertiser with fine entertainment for the family group. The outstanding film programs of the past few years were not developed by the major motion picture companies but by those who pioneered in film television—by those who acquired a knowledge of the home audience, first in radio and then in tv.

3. When the major film companies branched into radio, they used the "same confused thinking" they are now showing in their approach to tv. Instead of developing radio entertainment that could stand on its own, they used radio to help exploit their theatrical motion pictures. Again it was a by-product.

4. Hollywood motion picture companies have

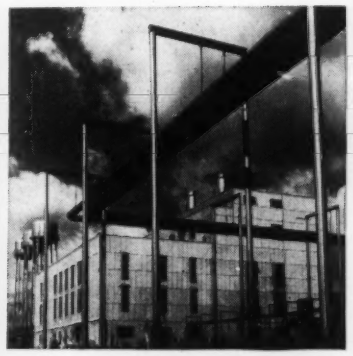
go where the money is!

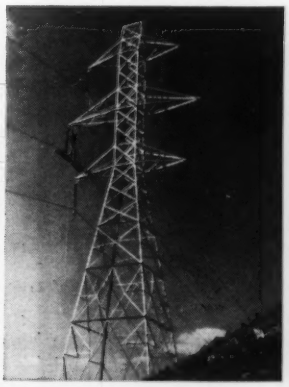
Here's a first-class axiom for anyone with something to sell. And this Ohio River Valley is a first-class market to sell *in* — thanks to a happy combination of industrial bustle, supplying the world with a list of products almost as long as the heavily-loaded freight trains that carry them away.

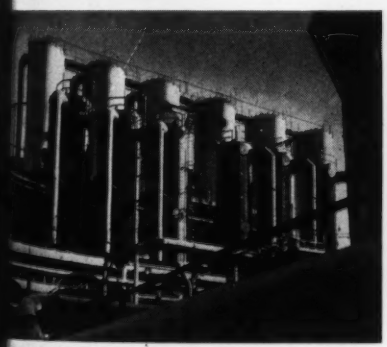
But the most important product is the money all this activity generates . . . money shared lavishly with skilled workers on the ever-growing payrolls.

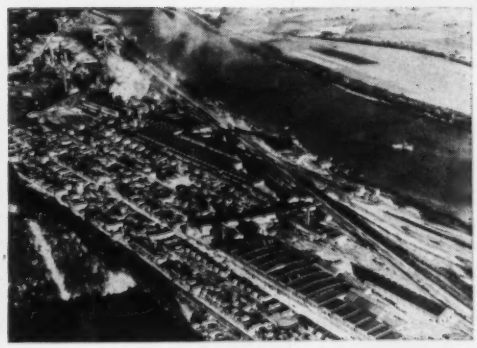
The money is here, all right! To get to it, you need only the help and persuasive power of three highly-respected salesmen, welcomed daily into the homes of Ohio River Valley money-makers. Together, they pack a triple wallop; individually, each has a record of results no advertiser can afford to ignore.

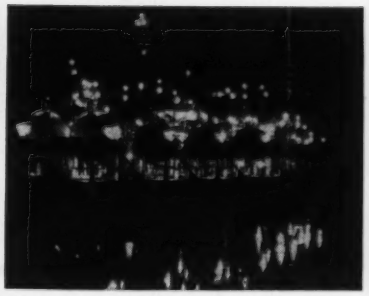
If you want your share of this vast buying power, go where it is! WSAZ-TV, teamed up with radio stations WGKV and WSAZ, will take you there faster, more effectively, at lower cost, than any other media combination in this whole money-loaded market!

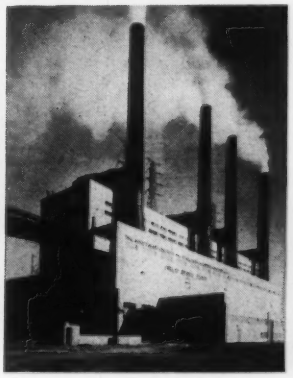












WSAZ-TV

CHANNEL 3—BASIC **NBC** NETWORK
MAXIMUM POWER
HUNTINGTON-CHARLESTON, W. VA.

RADIO

930 KC. **WSAZ** ABC
HUNTINGTON, W. VA.

1490 KC. **WGKV** NBC
CHARLESTON, W. VA.

represented nationally by
The KATZ Agency

YOUR **MUST BUY** STATIONS FOR COMPLETE RADIO-TV COVERAGE OF THE INDUSTRIAL HEART OF AMERICA!

spot

FREE & PETERS represent 30 of the
Best Radio Stations in the United States and Hawaii

guide

to get you out of the woods

Now, for the first time, with our new Spot Radio Pocket Guide, you can estimate markets and costs — quickly, at a glance. Your campaign plans can include getting sales messages to everybody — everywhere, using this exclusive Spot Radio Sales Power.

Let us present you with a copy, and explain its use.

Pioneer Station Representatives Since 1932

FREE & PETERS, INC.

NEW YORK
250 Park Avenue
Plaza 1-2700

CHICAGO
230 N. Michigan Ave.
Franklin 2-6373

ATLANTA
Glenn Bldg.
Main 5667

DETROIT
Penobscot Bldg.
Woodward 1-4255

FT. WORTH
406 W. Seventh St.
Fortune 3349

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 9-2151

SAN FRANCISCO
Russ Building
Sutter 1-3798

NOW
the
BIG TOP
In
Milwaukee TV
WISN-TV
CHANNEL 12 MILWAUKEE
top tower...
Milwaukee's greatest aerial performance! Beam your sales messages from the tallest structure in Wisconsin and Milwaukee's top TV tower. You'll be blanketing the city of Milwaukee and 23 surrounding counties.
top power...
at 316,000 watts Milwaukee's TV Strong Man. Here is a market of 2½ million people with an effective buying income of almost 5 billion dollars . . . reached by the top tower, top power TV station in Milwaukee . . . WISN-TV.
top programs...
THE GREATEST SHOWS ON EARTH
Now
☆ Disneyland
☆ Wednesday Night Fights
☆ Danny Thomas
☆ Annie Oakley
☆ Super Circus
☆ Liberace
☆ Rin Tin Tin
Coming this fall
☆ Bishop Sheen
☆ MGM Parade
☆ Warner Bros. Presents
☆ Mickey Mouse Club
☆ Cavalcade of America
☆ Ozzie & Harriet
Represented Nationally by Edward PETRY & Co., Inc.

boasted of the "vast amounts of money" they can spend on film production. Expenditures of vast sums does not guarantee quality in television film production; it takes know-how to keep the people before their tv sets in millions of homes, without benefit of the communal emotions of a mass audience grouped in a theatre.

5. There is another "tremendously important facet" of television production with which none of the major film companies has had "even the slightest degree of experience or success." The American system of television is advertiser-supported and has won, and is winning, a greater and greater share of the advertising budgets in every field of consumer products. Those who have been producing films for tv through the formative years into the present have acquired "a thorough understanding of the sales and distribution objectives and techniques of the companies who want to use the power of television advertising to reach its ever-spreading audience."

Kaufman Buys French Play Rights for Tv

More than $15 million to be used in producing 104 French films in color, which will run in length from 60 to 90 minutes. The first films will be ready for distribution this winter.

DETAILS of a project that will involve more than $15 million in the production of 104 French plays to be adapted for television were announced last week by Joseph Kaufman, veteran motion picture producer.

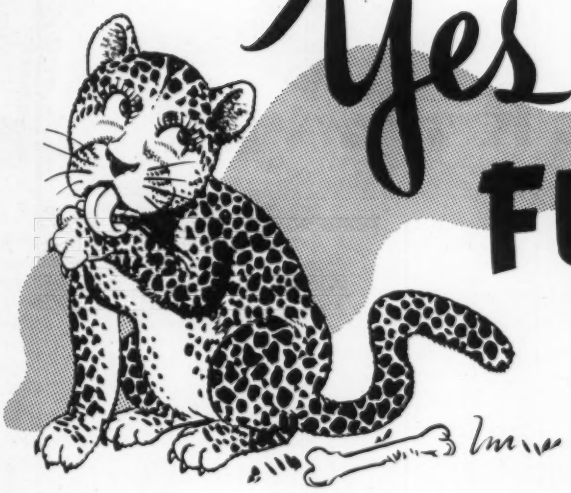
Mr. Kaufman revealed at a news conference in New York that he had obtained an exclusive

JOSEPH KAUFMAN signs the agreement with French Societe des Auteurs in which he gains film rights for 104 adaptations. With him are Mme. Ninon Tallon, U. S. representative of the French dramatists guild, and (standing, l to r) Mejid Kabaili, French consul in New York; Jacques F. Ferrand, member of the Artistic Advisory Committee of the projected film series, and Rene Cheval, cultural attache of the French Embassy in New York.

contract for world television performance rights to the 104 French plays from the Societe des Auteurs et Compisiteurs Dramatique in Paris. The contract was signed by Mr. Kaufman and Mme. Ninon Tallon, U. S. representative of the French dramatic guild.

Under present plans, Mr. Kaufman said, at

(Continued on page 59)



Yes, He's FULL of SPOTS But . . .

He's not much for bringing in game to stock the family larder!
That's the way it is in radio broadcasting.
Some stations are loaded with spots . . . you can
buy them cheap . . . they *are* cheap . . . you can saturate the *station* . . .
yes, you can saturate the *station* at very low per announcement
cost . . . but at what a high *per listener* cost!
Which do YOU want to do?
On a cost per listener basis, and that's the only profitable
way to figure radio advertising costs, KVOO is your lowest
cost buy in the great Tulsa market area. This is true no matter
how many or how few spots you buy.
So . . . saturate the *market* . . .
Buy KVOO . . . Oklahoma's Greatest Station for more than 30 years!
KVOO does not double spot . . .
The spot you buy is *yours*, and yours *alone!*
Result?—your spot is *heard* . . . your spot is *understood* . . .
Your spot is profit-able!

RADIO STATION KVOO

NBC AFFILIATE

50,000 WATTS — EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES — TULSA, OKLA.

OKLAHOMA'S GREATEST STATION

On the air SEPTEMBER . . . 3

TOWER 1151 FEET ABOVE GROUND

You'll want to be there. It's a BILLION DOLLAR* Market.
. . . 1,029,000* people.
. . . 100,000 plus TV sets.†

ONLY KTBS-TV can put you there with **MAXIMUM POWER** . . .
100,000 watts VIDEO
69,800 watts AUDIO
on low . . .

CHANNEL . . . 3

*SRDS †NBC

KTBS-TV CHANNEL 3

SHREVEPORT, LA.

Represented by
PETRY
NBC

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN JULY

FROM the monthly audience surveys of American Research Bureau, B•T each month presents a table showing the 10 highest rated syndicated film programs for television in 10 major markets, selected to represent markets in all parts of the country and with various degrees of competition, from two to seven tv stations. This is the July report.

NEW YORK — SEVEN-STATION MARKET

1. Superman (Flamingo)	Mon.	6:00	WRCA-TV	9.2
2. City Detective (MCA-TV)	Sun.	9:30	WPIX	8.9
3. Sherlock Holmes (UM&M)	Mon.	7:00	WRCA-TV	7.0
4. Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	6.9
Fairbanks Presents (ABC Film)	Wed.	10:30	WRCA-TV	6.9
6. Mr. District Attorney (Ziv)	Tues.	9:30	WABC-TV	6.7
7. Star & Story (Official)	Sat.	7:00	WRCA-TV	6.4
8. Gene Autry (MCA-TV)	Sat.	7:00	WCBS-TV	6.2
9. Waterfront (MCA-TV)	Tues.	7:30	WABD	5.9
Annie Oakley (CBS Film)	Sat.	5:30	WCBS-TV	5.9

LOS ANGELES — SEVEN-STATION MARKET

1. Waterfront (MCA-TV)	Tues.	7:30	KTTV	22.7
2. Badge 714 (NBC Film)	Sat.	7:30	KTTV	21.3
3. Life of Riley (NBC Film)	Sat.	8:00	KTTV	20.9
4. I Led 3 Lives (Ziv)	Sat.	8:30	KTTV	20.7
5. Science Fiction Theatre (Ziv)	Tues.	8:00	KTTV	16.2
6. Life With Elizabeth (Guild)	Mon.	8:30	KTTV	14.7
7. Annie Oakley (CBS Film)	Tues.	7:00	KTTV	14.4
8. Amos 'n' Andy (CBS Film)	Fri.	7:00	KNXT	14.1
9. Superman (Flamingo)	Sat.	7:00	KTTV	12.6
I Am the Law (MCA-TV)	Tues.	8:30	KTLA	12.6

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1. Mr. District Attorney (Ziv)	Thurs.	9:30	KSTP-TV	27.5
2. Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	23.6
3. Lone Wolf (MCA-TV)	Sun.	8:30	WCCO-TV	18.3
4. I Led Three Lives (Ziv)	Tues.	8:30	KSTP-TV	15.3
5. Follow That Man (MCA-TV)	Fri.	9:30	KSTP-TV	14.5
6. Science Fiction Theatre (Ziv)	Fri.	9:00	WCCO-TV	14.5
7. Racket Squad (ABC Film)	Tues.	10:30	KSTP-TV	12.3
8. Life of Riley (NBC Film)	Sun.	9:00	KSTP-TV	11.7
9. Soldiers of Fortune (MCA-TV)	Sun.	8:00	WCCO-TV	11.7
10. City Detective (MCA-TV)	Wed.	8:30	KSTP-TV	10.4

SEATTLE-TACOMA — FOUR-STATION MARKET

1. Death Valley Days (McC.-Erick'n)	Sun.	8:30	KING-TV	37.5
2. Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	24.4
3. Star & Story (Official)	Mon.	9:30	KING-TV	23.6
4. Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	23.4
5. Badge 714 (NBC Film)	Fri.	9:30	KING-TV	23.0
6. Waterfront (MCA-TV)	Fri.	7:30	KOMO-TV	21.2
7. Science Fiction Theatre (Ziv)	Tues.	8:00	KING-TV	19.6
8. Eddie Cantor (Ziv)	Wed.	8:30	KING-TV	19.0
City Detective (MCA-TV)	Fri.	8:30	KING-TV	19.0
10. Annie Oakley (CBS Film)	Thurs.	7:00	KING-TV	18.3

CHICAGO — FOUR-STATION MARKET

1. Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ	16.0
2. Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	14.3
3. Champ. Bowling (W. Schwimmer)	Sat.	11:00	WNBQ	14.0
4. Eddie Cantor (Ziv)	Mon.	9:30	WNBQ	13.9
5. Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	12.4
6. Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	10.6
I Led 3 Lives (Ziv)	Tues.	9:30	WGN-TV	10.6
8. Mr. District Attorney (Ziv)	Fri.	9:30	WBKB	8.6
9. Joe Palooka (Guild)	Tues.	10:30	WBKB	8.1
10. Little Rascals (Interstate)	Sun.	2:00	WBKB	7.3

WASHINGTON — FOUR-STATION MARKET

1. I Led 3 Lives (Ziv)	Mon.	10:30	WRC-TV	16.6
2. Badge 714 (NBC Film)	Fri.	7:00	WRC-TV	12.8
3. Wild Bill Hickok (Flamingo)	Thurs.	7:00	WRC-TV	12.2
4. Man Behind the Badge (MCA-TV)	Fri.	10:00	WMAL-TV	11.3
5. Follow That Man (MCA-TV)	Fri.	10:30	WMAL-TV	11.1
6. Ramar of the Jungle (TPA)	Wed.	7:00	WTOP-TV	11.0
7. Cowboy G-Men (Flamingo)	Fri.	8:00	WMAL-TV	10.2
8. Little Rascals (Interstate)	Wed.	7:00	WRC-TV	9.7
9. Little Rascals (Interstate) [a.m.]	M-F.	9:00	WRC-TV	8.8
10. Science Fiction Theatre (Ziv)	Tues.	7:30	WMAL-TV	8.1

ATLANTA — THREE-STATION MARKET

1. Favorite Story (Ziv)	Tues.	9:30	WAGA-TV	35.5
2. Racket Squad (ABC Film)	Sun.	10:00	WSB-TV	29.1
3. Ellery Queen (TPA)	Wed.	10:00	WAGA-TV	25.9
4. City Detective (MCA-TV)	Sat.	10:30	WSB-TV	23.1
Mr. District Attorney (Ziv)	Fri.	7:00	WSB-TV	23.1
6. Waterfront (MCA-TV)	Thurs.	9:30	WAGA-TV	21.2
7. Death Valley Days (McC.-Erick'n.)	Tues.	10:00	WAGA-TV	17.8
8. Patti Page (Screen Gems)	Mon.	10:00	WSB-TV	16.2
9. City Detective (MCA-TV)	Wed.	9:30	WSB-TV	13.3
10. Follow That Man (MCA-TV)	Wed.	10:30	WAGA-TV	13.2

CLEVELAND — THREE-STATION MARKET

1. Badge 714 (NBC Film)	Tues.	8:30	WXEL	19.8
2. Racket Squad (ABC Film)	Fri.	10:00	WEWS	19.0
3. Sherlock Holmes (UM&M)	Mon.	10:30	WNBK	17.4
4. I Led 3 Lives (Ziv)	Fri.	10:30	WXEL	15.9
5. I Am the Law (MCA-TV)	Fri.	10:30	WEWS	14.2
6. Ramar of the Jungle (TPA)	Thurs.	6:00	WNBK	12.2
7. Mr. District Attorney (Ziv)	Tues.	8:00	WXEL	12.1
8. Range Rider (CBS Film)	Sun.	7:00	WEWS	11.0
9. Soldiers of Fortune (MCA-TV)	Thurs.	7:00	WNBK	10.9
10. Waterfront (MCA-TV)	Wed.	7:00	WEWS	10.4

BOSTON — TWO-STATION MARKET

1. Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	34.6
2. Ellery Queen (TPA)	Sun.	10:30	WNAC-TV	22.1
3. I Led 3 Lives (Ziv)	Mon.	7:00	WNAC-TV	20.8
4. Range Rider (CBS Film)	Sun.	7:00	WBZ-TV	17.8
Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	17.8
6. Boston Blackie (Ziv)	Fri.	10:30	WNAC-TV	17.0
7. Foreign Intrigue (S. Reynolds)	Mon.	10:30	WBZ-TV	14.7
8. Patti Page (Screen Gems)	Mon.	7:45	WNAC-TV	12.8
9. Lone Wolf (MCA-TV)	Sat.	10:30	WBZ-TV	12.7
10. Superman (Flamingo)	Fri.	6:30	WNAC-TV	11.6

DAYTON — TWO-STATION MARKET

1. Waterfront (MCA-TV)	Sat.	9:30	WHIO-TV	22.3
2. Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	21.6
3. Man Behind the Badge (MCA-TV)	Fri.	9:30	WHIO-TV	19.4
4. Mr. District Attorney (Ziv)	Wed.	9:30	WLWD	18.6
5. Science Fiction Theatre (Ziv)	Sat.	10:00	WLWD	17.6
6. Racket Squad (ABC Film)	Tues.	10:15	WHIO-TV	17.5
7. Kit Carson (MCA-TV)	Sun.	5:00	WLWD	15.4
8. Ellery Queen (TPA)	Fri.	10:15	WHIO-TV	15.3
9. Liberace (Guild)	Sat.	10:30	WLWD	11.5
Follow That Man (MCA-TV)	Sun.	10:15	WHIO-TV	11.5

WHAT STILLS CAN DO F

by William Winter, *news commentator, KPIX (TV) San Francisco*

STILL PICTURES, especially with a good 35mm camera, can be used effectively on television, and in some cases even more effectively than movies. The trick is to make them seem to move, as in motion pictures, from established shot to medium shot to closeup, and to show them in rapid sequence on the screen. Once the advantages of this technique are recognized, the 35mm camera could revolutionize the news films-for-television industry. In addition to the obvious factor of economy, there is the important element of speed—narrowing the time lag between exposure and broadcast which is especially essential in news reporting.

During the past seven years I have made several trips to Asia and Europe, Africa and the Middle East, to produce films for my own television news program on station KPIX (TV) San Francisco. Because a tv news broadcaster does not enjoy the luxury of time away from the studio, the trips are always made by plane where excess baggage is not only cumbersome but expensive.

I used to take two 16mm movie cameras, one for silent films to introduce and illustrate interviews taken on the other, a sound-on-film camera. The latter, of course, must be electrically powered, and because of the undependability and variations of local current supplies a six-volt storage battery and converter were necessary. The battery was rented as soon as we landed in each new town or village; airlines object to passengers bringing acid-filled batteries aboard their planes. Dry batteries don't hold up on long trips, under changing climates, and replacements are bulky and heavy, so I always rented wet batteries from local garages.

Once in a little backwoods village high in the mountains of western Java I had to rent and old dilapidated truck for three days because it had the only storage battery available. We had to run the truck several miles each day to keep the battery properly charged.

But this basic equipment problem was the minor one. Far more troublesome was the nuisance of motion picture film. First, thousands of feet of film in cans and shipping cartons weighed many times more than the cameras, converter, amplifier and tripod. Second, the movie film took up about five times as much luggage space as equipment and personal effects combined. Third, there was the normal film waste: shooting anywhere from two to five as much footage as would eventually appear on the screen.

Other travelling movie camera teams comprise crews of several men which adds to travel and hotel expense. This is one problem I haven't had, because my wife happens to be an expert on the sound-on-film camera, monitoring the sound while I do the interviews. Such husband-and-wife family teams aren't too common, and the usual camera expedition consists of from three to five technicians, which means high production cost.

These, of course, are the usual problems of overseas movie-taking, and if movies are important you just put up with them. However, the professional abroad who shoots pictures for television faces the constant uncertainty of not knowing what results he's getting. For obvious reasons exposed film should be returned home for processing. The photographer in the field can't be sure of his work or that there isn't some undetected flaw in his equipment, until the processed film is examined back home. By that time, he is usually too far away from the scene of his shooting to do any required re-taking.

Then there is the perennial problem of editing. Every cameraman likes to edit his own film or at least to supervise the cutting. Particularly in the case of movie film exposed in foreign lands, he is best qualified to identify each sequence. When films are flown back to the studio for broadcast while he's away, he never is up-to-date in information on just what the finished product is like.

I have just returned from my latest jaunt, to Europe, North Africa, and the Middle East. As usual, I carried along the bulky motion picture equipment and two large cases of film, but this time something new was added, thanks to an enterprising salesman who introduced me to the new Leica M-3. At first I planned to shoot only some color film for my private collection, but as the usability of the Leica for television became apparent, the movie outfits seemed almost superfluous.

The Leica has the ideal picture-taking proportion for television, since tv screens are generally rectangular, with a ratio similar to that of the Leica 35mm negative. Still pictures taken with the ordinary square shaped reflex cameras are clearly inadequate.

The advantages of a small, compact, relatively lightweight and portable 35mm camera over motion picture material are many: first, there is no excess baggage fee to pay on air trips since the camera can be slung from the shoulder and large stocks of film can be carried in one's pockets or tucked into suitcase corners. Second, a tripod is not essential, particularly with fast film stopped down to arrest possible camera action. Graininess of fast film is not a problem, since pictures need be blown up only to 2¼ by 3¼ inches. Third, the camera is always "at the ready" to capture some sudden interesting action.

But most important to the tv photographer away from home: film can always be developed and contact-printed on the spot for there are camera shops almost everywhere. He can "edit" his sequences simply by selecting the pictures he wants, and then identify and describe each photo on the back of the print. It might be added, where economy is a factor (when isn't it?), that the cost of black-and-white 35mm film is negligible compared with that of movie film. To say nothing of the considerable saving in air-mailing costs, laboratory fees and editing expense.

HOW WINTER DOES IT is demonstrated in this sequence of pictures taken of the church on the Mount of Beatitudes in Gallilee. Mr. Winter first photographed a sign which identifies the church, then took a picture of the church itself, followed up with a

The disadvantage of still photos on television, of course, has been that they don't move. Also, unlike the sound-on-film movies, they don't talk. However, I found that the many advantages of the Leica overbalance such shortcomings, and that when employed with regard to tv requirements, the results can be not only adequate, but in many respects, superior.

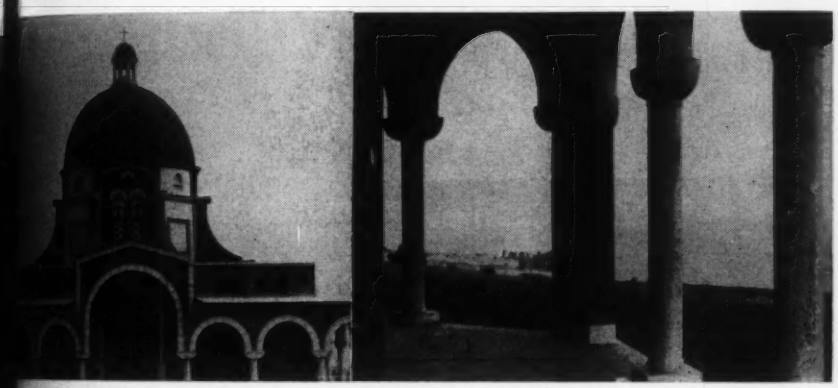
The accomplished photographer normally spends much of his time looking for shooting angles, framing and composition factors. The news photographer is mainly interested in documentary pictures that will tell a story, or identify people and places in

FOR TV

the news. He must snap his shutter quickly and move on to his next subject, sometimes exposing an entire roll of film while the artistic photographer is still pondering his angles.

In motion picture photography the customary pattern is to shoot an establishing scene, then move in for a closer look, then perhaps film a printed sign or some other identifying legend, and finally come to the main subject of the sequence, close-up. *Why not use this same technique in producing stills for television?*

In Gallilee, for example, there is a little church atop the hill where Jesus is believed to have delivered the Sermon on the Mount. The hill is known as the Mount of Beatitudes. Instead of lugging my heavy movie equipment along, I simply carried my Leica M-3. First, I photographed a wooden sign which identifies the succeeding pictures. (I had never before thought I'd be shooting just a sign by itself, but this, I found, is the secret for proper tv sequence-shooting). Next, the church on the summit, MS, followed by a CU. Shutterbugs don't ordinarily shoot isolated scenes that don't tell a complete story, but it is good technique in movies, and therefore is good technique in taking stills for tv. The point is that stills should be taken *in sequence* rather than fitting an entire story into one shot.



closeup, and then a shot of the landscape as seen from the church. On tv the commentator's voice describes the mount while the pictures are shown in order. The sequence technique is what makes good movies; it also makes good stills.

When shown on the air, the pictures appear in rapid succession as the narrator's voice tells the story. The effect is comparable to that of motion picture scene changes.

There is, of course, the disadvantage of not having lip-sync motion on film during an interview. But there are unique advantages to using still photos to *illustrate* what the interviewee is talking about, instead of showing him on camera in a static movie pose talking about things that are left to the viewer's imagination.

For instance, I interviewed the Prime Minister of France, M. Edgar Faure, in Paris. The interview was on motion picture sound film. However, since I had taken many still shots with my Leica in French Morocco the previous week, of Pashas, Caids, Khaliffas, people in marketplaces, on streets, at work, and so on, I was able to illustrate what M. Faure was saying about Morocco by showing appropriate still photos in rapid sequence as his words were heard over the air. Only a short motion picture sequence appeared on the screen; most of the interview was covered by illustrative Leica photos with the interviewee narrating off camera.

In future overseas trips I intend to leave all motion picture equipment behind, and take only my Leica and a portable tape recorder By taking several shots of the person interviewed, and then going out to photograph people and places he talks about, the result can be far more interesting and informative than anything produced with bulky movie gear.

There is one major fact about television broadcasting that it is well to bear in mind: it is a most intimate medium of communication. Audiences not only see as well as hear what is broadcast, but there is a sense of close contact with the performer in the studio.

A capable platform speaker can induce emotional response in his audience, because people in the auditorium before him are subject to a state of semi-hypnosis, or something called mass psychology. They can be moved to applaud or laugh or cry or cheer when they are surrounded by a large number of fellow auditors. But if that same platform orator were to stand in our living room at home, before an audience of two or three people, and deliver the same speech with precisely the sames gestures, inflection, and dramatic intonation, there would be no applause or laughter or tears or cheers. Two or three people in a room simply are not semi-hypnotized because there is no mass of people around them. What is required for effective living room speaking, is conversation rather than oratory.

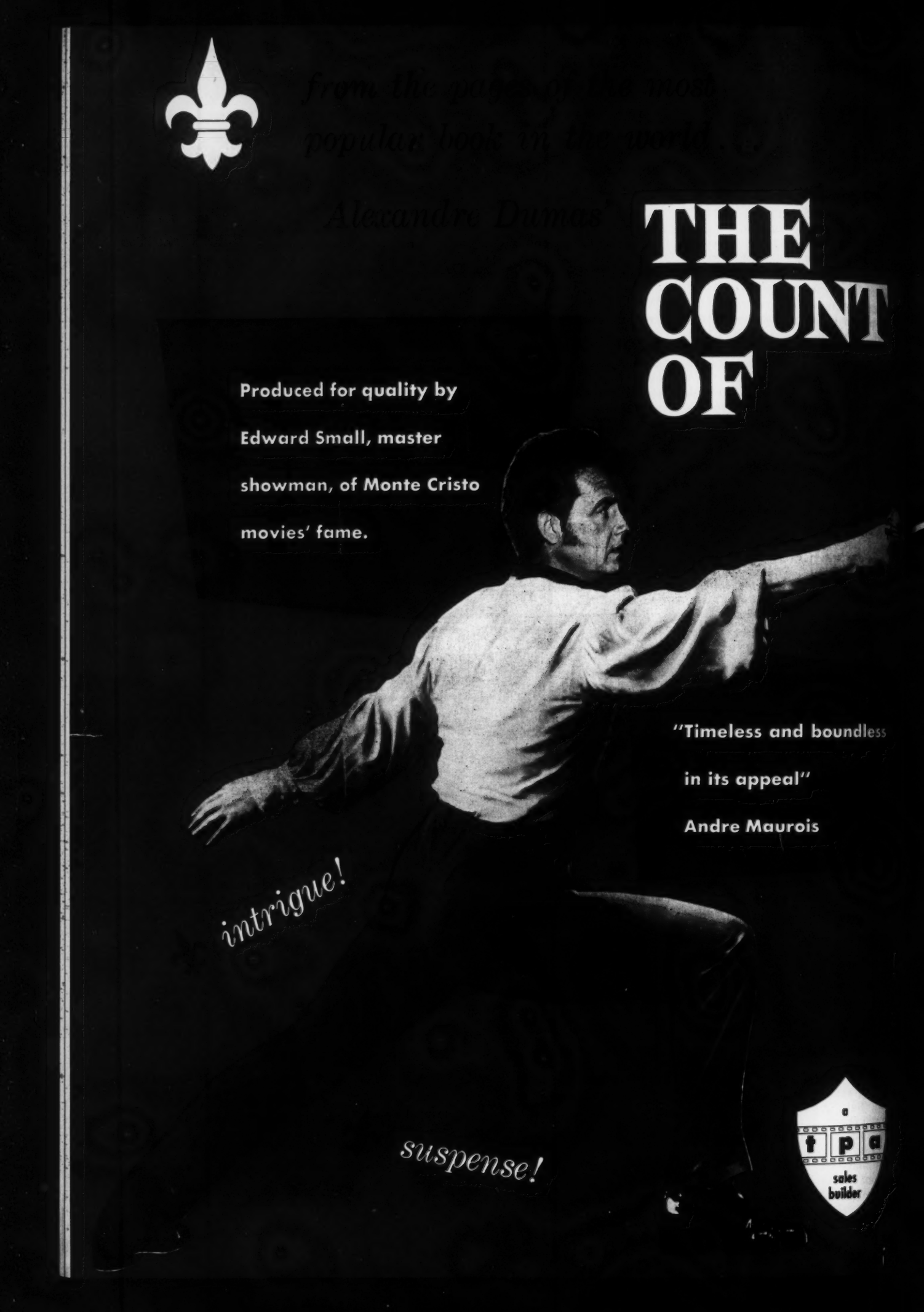
When the host shows pictures to his friends at home, he certainly does not narrate in stentoriam pear-shaped tones in the manner of a commercial movie travelogue. He'd seem silly assuming anything but a casual, friendly, informal and conversational manner.

The same kind of intimacy makes ideal television communication. The reason is that television audiences are never millions or thousands or even hundreds of people, they are usually just two or three people sitting sprawled out comfortably in easy chairs in a private living room. The performer on the screen actually is in their parlor chatting with them informally. If he talks and acts like a circus ringmaster he'll appear ridiculous. Still photos shown on the air are as interesting as if they were passed around to guests at home.

My job on tv is not to report news as a newscaster, but to analyze current world events. This is done with the aid of maps, charts and blackboard. Since returning from my most recent junket with hundreds of Leica photos, I've illustrated my tv comments with stills. Mail from viewers asked that I show more pictures, even those that have nothing to do with a Big Four conference, or Indochina, or Formosa. Thus encouraged (and very little encouragement was needed) I have devoted part of each program to showing pictures, of people, places, animals, landscapes, etc., which I really had taken for my own collection. Audience reaction has been warmly flattering. It seems everybody likes to look at pictures.

Standard projection equipment in tv studios calls for matte-finish prints, with the photo blown up to 2¼ x 3¼ inches, which is the essential scanning area, and printed on a 4 x 5 inch card or heavy paper. That is, the photo, which should always be taken horizontally, of course, is 2¼ by 4¼ inches in size, but the projection machine requires a card 4 by 5 inches. The picture must not be pasted on the card, because the heat of the projection lamp can cause curling. Printing the photo on the reasonably heavy paper is all that is needed.

Thus, I am convinced there is room for stills on tv, if they are taken in sequence so they seem to move on the screen. Most television stations have limited budgets and motion pictures are expensive for them. And a motion picture sequence takes time since it is not possible to edit a scene to the time used in showing a still of that scene. Thus more territory can be covered in a tv news program with stills than with movies.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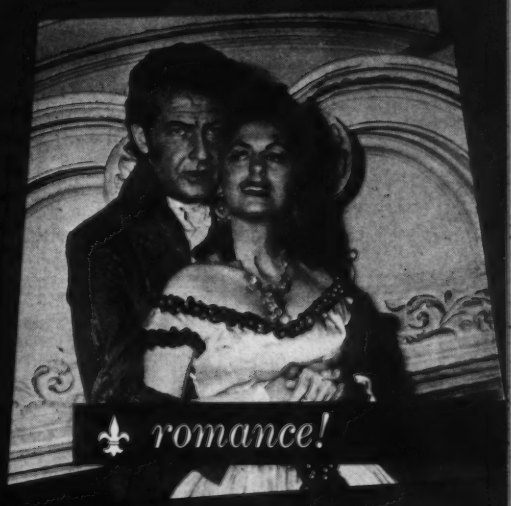

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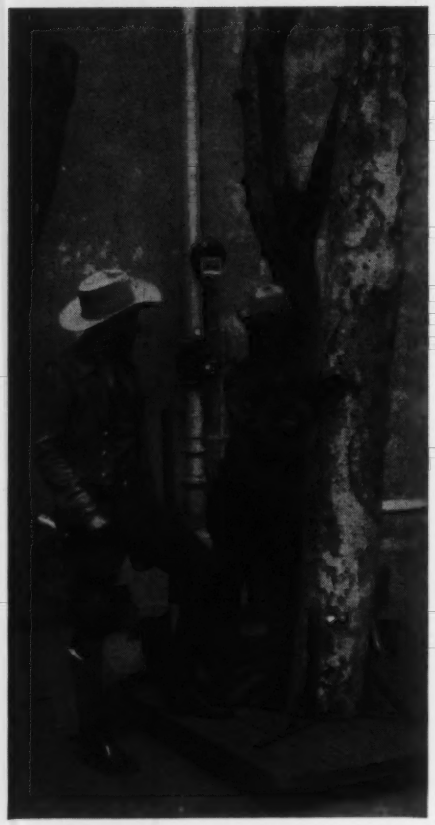

STEVE (Douglas Kennedy) and Rusty (Eddy Waller) with two prop trees in the studio. On film, the trees will look real.

THE GREAT OUTDOORS COMES INDOORS FOR TV

NATURE, AND MODERN MAN, CAN PLAY HOB WITH OUTDOOR SCENES—BUT NOT WHEN TAKEN INSIDE

WHEN a gun-totin', two-fisted hombre on horseback comes a-gallopin' across the tv screen, whoa, pardner—it's not as simple and spontaneous a thing as it might seem. So says Paul McNamara, vice president and partner in Jack Chertok Productions, Hollywood, tv film production firm, who recently defined for B•T a number of pitfalls which film producers — particularly producers of "westerns"—are heir to and the partial solutions Chertok has found for them.

Mr. McNamara is an old hand at the techniques of filming horse opera yarns. Chertok, which produced *The Lone Ranger*, one of the highest-rated and most widely known series of its type, has recently released a new "western" through NBC Film Div., *Steve Donovan, Western Marshal.*

Shooting a quality western, according to Mr. McNamara, is a challenge not to be taken lightly. The chief problem lies in the necessity to do extensive work on location. That headache can be subdivided into a number of interferences which hold up production or halt it altogether—and that costs time and money.

Mr. McNamara explained that the simple toot of a train whistle causes interruption sufficient to necessitate setting up a shooting schedule on location at a time when no trains are due to pass through the area. A train whistle in the middle of a scene means that the entire scene must be reshot. Harry A. Poppe, Chertok production supervisor, estimates that in terms of time, train whistles still cost about one hour per picture.

Another typical hazard is the camera's ability to pick up background which the eye does not see. This, Mr. McNamara points out, is a visible expense. For example, the background power lines across Southern California mountains do not show up until the film is run in the projection room rushes. Such scenes must be reshot on the next location trip.

Vapor trails and airplanes are both visible and audible handicaps. With due regard for the progress of aviation, Mr. McNamara explained, jets just don't fly fast enough to escape notice. The location work for *Western Marshal* was done at Iverson's Ranch close to Los Angeles. This desert area near the city is a great testing area for jets. Once they loom on the horizon, all shooting comes to an abrupt stand-still. Unfortunately, actors' salaries don't simultaneously grind to a halt. One morning the entire *Western Marshal* cast was ready to start shooting at 8:30 a.m. A jet squadron circled the area all morning and it was 1 p. m. before any work got underway.

Such machinery as tractors, bulldozers and diesel trucks also can add to a producer's location woes. As often as possible an advance crew ascertains the plowing and leveling schedules of the surrounding ranches and sets shooting accordingly. But should the crew estimate incorrectly, work again stops until the sounds are out of range.

Mr. McNamara describes inclement weather as a tremendous financial setback which can never be recaptured. Despite a close check every day with local and government weather bureaus the problem of weather is a producer's greatest hazard in terms of actual dollar loss. To curb the problem somewhat, all call sheets are issued "weather permitting." But it frequently happens that a crew leaves a studio and reaches

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location only to have clouds obscure the sun and cause long and costly delays.

Running weather a close second in terms of dollar loss is transportation. Mr. McNamara explained that in shooting indoors there is only one transportation item involved—a truck to pick up the horses and deliver them to the studio. But when the crew ventures to Iverson's Ranch for the day, the safari includes a bus with a dressing room, a large limousine with leg room known in film circles as a "stretchout," a limousine station wagon, a camera truck, a regular station wagon, a sound truck, a grip truck, water wagon and trucks for the horses. Each vehicle, lamentably enough, is accompanied by a driver—who works on a portal-to-portal pay basis.

An early cast call also poses a financial problem. The average indoor call, according to Mr. McNamara, is for shooting at 8:30 a.m., with players reporting to the studio 30 minutes in advance of that time. On location, however, actors must report no later than 6:30 a.m. The two hours en route to the location scene and returning at the end of the day are paid at time and a half for all cast and crew members.

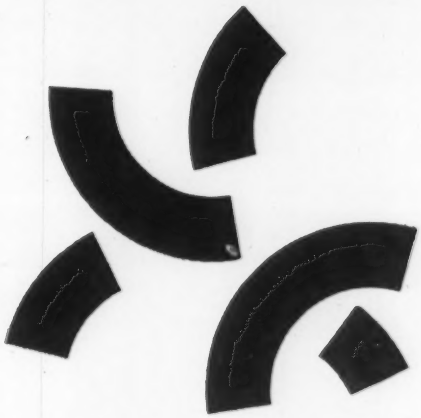
This brief rundown on the drawbacks of location shooting adds up to one specific thing in Mr. McNamara's opinion: A very good reason for wanting to shoot pictures inside. To a large extent that is what Chertok has done on its *Western Marshal.*

This method of operation has worked so well in filming the *Western Marshal* series that it is virtually impossible to detect what is authentic sagebrush and prairie and what is not.

Whenever possible during the shooting of *Western Marshal,* scenes which had always been regarded as standard location jobs were filmed inside. To reproduce accurately location scenes, an advance shooting crew scouted the Iverson Ranch and the surrounding area, after carefully studying the scripts to choose spots which conceivably could be reproduced in closeup inside the studio. Before a camera ever turned on *Western Marshal* 12 scripts were completed and analyzed for such possibilities. All the exteriors were blocked out. Chertok took the cast and crew to Iverson's Ranch for two weeks of intensive filming—and in two weeks' time obtained all the exteriors needed for the first 12 shows.

At Chertok's studios, artists copied exactly the exteriors at Iverson's—storefronts, streets and desert. Production was then resumed at the studio. Mr. McNamara estimates that by plotting out a production schedule in this fashion, Chertok saved between one-third and one-half the shooting time it would have spent on location with the resultant ease of working on a regular studio set.

The advantages of such a schedule are obvious. The experiment showed that a better and more economical job could be done indoors insofar as indoor operation was possible, Mr. McNamara said. Once inside a studio, lighting can be controlled, weather is no problem, plane noises are blocked out by soundproofing the stage, the sun can shine at a signal from the director, the time of day can be dawn or dusk, and it can all be done within the customary nine-hour day.



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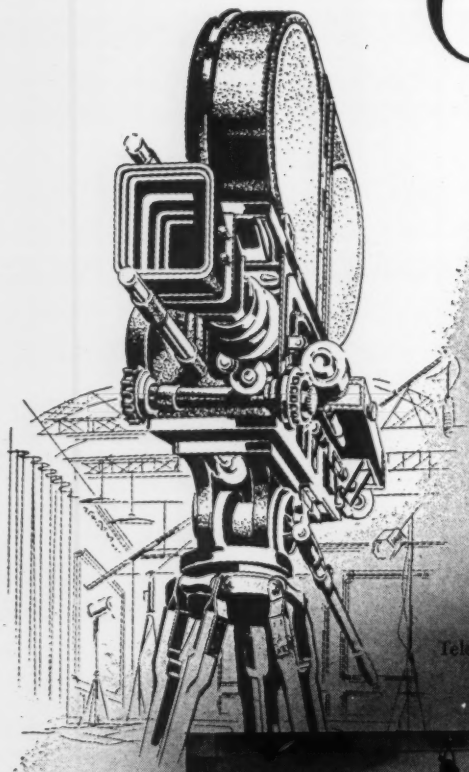

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Production of the "I Love Lucy" series with Desi Arnaz, right, and Lucille Ball.

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(Continued from page 48)

least 26 tv films will be produced each year. The films will be from 60 to 90 minutes in length and will be produced in color in Paris, New York and Hollywood, Mr. Kaufman added. Production is scheduled to begin in the fall, with distribution set for the winter of 1956. At the outset, Mr. Kaufman said, concentration of effort will be on English adaptations of the French plays, but later they may be produced in French.

The plays to be produced for television will be selected from major successes of the French stage over the past 150 years and will include the works of such authors as Musset, Victor Hugo, Dumas Fils, Scribe, Sardou, Courteline, Labiche, Edmond Rostand, Paul Claudel, Charles Vildrac, Camus, Giraudoux, Cocteau, Henri Bernstein and Tristan Bernard.

Mr. Kaufman has been active for many years in motion picture production work and more recently in tv films. As director of theatre operations for Cinerama, he opened the first Cinerama theatre in America. Among motion pictures he has produced are "Pandora and the Flying Dutchman," with Ava Gardner and James Mason; "Sudden Fear," with Joan Crawford, Jack Palance and Gloria Grahame and "Long John Silver," made in CinemaScope Technicolor and starring Robert Newton. Mr. Kaufman's most ambitious venture in tv is a series of 26 half-hour, tv color films titled *The Adventures of Long John Silver*, currently being distributed by CBS-TV Film Sales.

O'Shea Appoints Glett As RKO Radio Exec. V.P.

APPOINTMENT of Charles L. Glett, recently elected to the executive staff of General Teleradio, as executive vice president and a member of the board of directors of RKO Radio Pictures Inc. was announced last week by Daniel T. O'Shea, president. Mr. Glett will make his headquarters at the RKO studio in Hollywood.

Mr. O'Shea, a veteran executive in the motion picture and radio and television broadcasting fields, was named president of RKO Radio Pictures two weeks ago [B•T, Aug. 8], following acquisition of the motion picture company from Howard Hughes by General Teleradio for $25 million [B•T, July 25]. Most recently Mr. O'Shea had served as a vice president of CBS Inc.

Mr. Glett was named an executive of General Teleradio by Thomas F. O'Neil, president, at the time RKO Radio Pictures was purchased. Mr. Glett was vice president in charge of network services for CBS-TV on the West Coast until he resigned to join GT. Previously he had been vice president in charge of television activities for Mutual-Don Lee and an executive of various motion picture companies.

Kling Studio Volume Tripled Since Move

DOLLAR volume of Kling Film Productions in Chicago has tripled during the first year of operation at a new location and the company should gross "considerably above a million-and-a-half dollars at the end of the calendar year in custom film work alone" in Chicago, the firm reported last week.

Fred A. Niles, vice president in charge of Kling Studios television-motion picture division, reported that the past July was Kling's biggest month in terms of gross dollar and production volume. He said he plans to open a division in Detroit this month.

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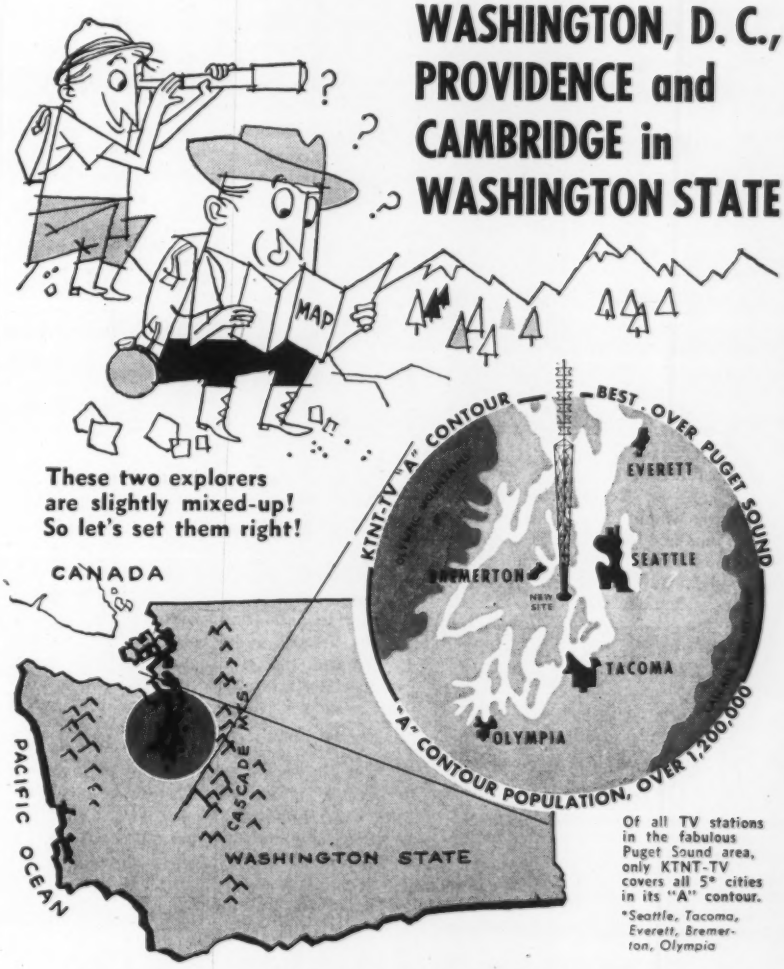

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BANK COMMERCIALS TO BE SYNDICATED

STORYBOARD Inc., west coast creator of tv commercials, and the Bank of America, Los Angeles, have concluded an agreement which permits the national syndication by Storyboard of the animated commercials it created for the bank, B•T was told Thursday.

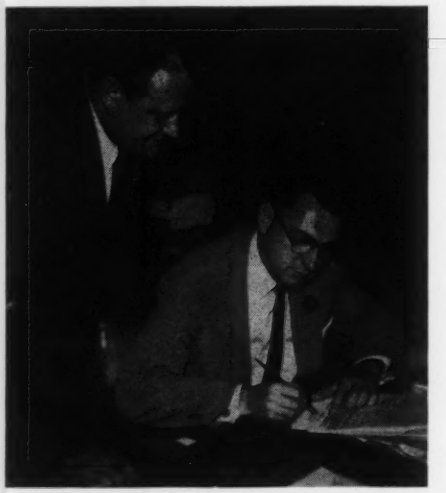
The agreement, reached between Lester Goldman, Storyboard vice president, and Henry L. Buccello, Bank of America advertising manager, will permit the bank to share in the profits from Storyboard's resale of the commercials to other banking institutions.

Syndication of the series of eight animated commercials which promote various bank services is the result of the nationwide interest in the series on the part of banking institutions, Mr. Goldman said.

He said banking circles became vitally interested when the first Storyboard-created commerical focusing on Bank of America's time-plan savings accounts zoomed business of that department to the highest in the bank's history within eight weeks of its tv scheduling. Others in the series have also increased business significantly, he added.

First bank to contract for the series is the Michigan Bank, of Detroit, the Storyboard executive said, which has had the time plan commercial adapted for its Silver Seal plan. All told some 30 banks are negotiating for the series, he indicated, with agreements imminent with banks in New York, Boston, Amarillo and Milwaukee. Mr. Goldman said the Storyboard series is sold exclusively to a bank in each telecasting area based on the station coverage area. The series will not be available to any bank whose telecasting of the series will infringe upon television areas already sold by Storyboard, he emphasized.

The Bank of America tv spots as created by Storyboard will be available to other banks for $1,500 for any one spot, including production costs to adapt the commercial to the new bank. The use right is unlimited and is exclusive in each market. There are eight spots in the package. The bank buying the spot or spots would arrange its own purchase of local tv station time and scheduling. Storyboard is at 8490 Melrose St., Los Angeles 46.



WISH-TV Indianapolis has signed for the AAP *Movieland* first-run feature series with Associated Artists Pictures. Signing is Robert B. McConnell, vice president of WISH-TV, with Robert Hoffman, midwestern sales manager of Associated Artists.

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Need for Animators Seen by Tv Executive

PREDICTION that, in anticipation of the expected demands of color television, the present shortage of motion picture animators will pose a serious industry problem was made last week by Walter Lowendahl, executive vice president of Transfilm Inc. and president of Film Producers Assn. of New York. Mr. Lowendahl also stated that tv commercials in particular will rely heavily on animation because such films allow for greater color control than live action. Mr. Lowendahl's warning was issued as a statement.

The current shortage, brought on by the demands of tv, exists among all the skills necessary in animation production including designers, inkers, in-betweeners and opaquers. He stressed the great need and opportunity for specialty schools to train animators. There are no such private schools today. At least two of the major theatrical animation companies conduct limited training programs but they are not extensive enough to meet the demands of the industry, Mr. Lowendahl said.

Mr. Lowendahl pointed out that producers of tv commercials and industrial films such as his own company do occasionally employ novices in animation and train them but that on a large scale employing untrained help would be impractical.

Mr. Lowendahl stated that attractive salaries which animators earn should stimulate interest in the field on the part of artists whose talents can be adapted to animation.

The Telefilm executive urged private schools to investigate the possibility of including animation in the curriculum and further suggested that courses should be offered to advertising agency executives who would find such training invaluable in their dealings with producers of animated tv commercials.

Pathe Labs Plans Expansion Of West Coast Facilities

PATHE LABS, Hollywood, last week announced a $250,000 west coast motion picture processing expansion program, designed to double its 35mm Eastman color processing facilities and provide additional high-speed equipment for developing and printing of 16mm commercial and tv film. Pathe is a subsidiary of Chesapeake Industries Inc., New York, a diversified industrial management company.

O. W. Murray, Pathe vice president in charge of west coast operations, said the $250,000 west coast installation will be completed within six months. Mr. Murray said the expansion program is being undertaken to fill the demand for Pathe's color motion picture processing from theatrical and tv motion picture producers.

EXPANSION of the quarter-hour film package, *John Gnagy Art Lessons*, to the West Coast with this order for 52 weeks on KTTV (TV) Los Angeles is decided by this sponsor-agency trio (l to r): sponsor John J. Anthony, owner of Beverly Hills Paint & Palette art store; Alex M. Victor, radio-tv director of Francis D. Gonda Co., and Mr. Gonda, agency owner. The show now is aired in 30 eastern and midwestern markets with Arthur Brown & Co., New York art supplier of Gnagy tv kits, furnishing the film package and the local advertiser buying time. Mr. Anthony for many years conducted radio's Goodwill Hour for Carter's Little Liver Pills.

$650,000 Earmarked by Ziv For Promotional Activities

APPROPRIATIONS by Ziv Television Programs Inc., New York, for advertising, promotion, research and merchandising programs during the coming year amount to $650,000, the company announced last week. The figure is a 37% increase over last year's budget.

The increased activity will be concentrated on current film series in syndication as well as new series scheduled for immediate production. Campaign also represents an expansion in merchandising, publicity and audience promotion services to Ziv's clients and sponsors among regional and local accounts in syndication, and also advertisers on the national level.

The company's advertising, promotion, merchandising, and research program will be under the direction of Leo Gutman, Ziv's director of advertising and publicity, and Mel Bernstein, sales promotion manager.

TPA Expands to London, Rome

IN an expansion of the international operations of Television Programs of America, New York, Milton A. Gordon, TPA president, announced last week that the company is opening a London office this fall and also is establishing a subsidiary company in Rome, Italy.

The first move of the London operation, Mr. Gordon said, has been the sale of the British rights to *Lassie* to Associated-Rediffusion Ltd. and Associated Broadcasting Co. Ltd., program contractors for the London and Birmingham tv stations.

Russell Joins Bagnall Firm

CARL RUSSELL, formerly with CBS in Chicago and former midwest district manager of Sterling-Tv, has been named midwest representative for George Bagnall & Assoc., tv distributing company. Mr. Russell will make his headquarters in Chicago.

WE FELT FABULOUS IN FEBRUARY (PULSE and ARB)...

but CAME JUNE, AND

50 out of 50

94.6%

99.4%

"WE'RE BUSTIN' OUT ALL OVER"

24 out of 25

18 out of 20

32 out of 40

75.3%

According to the June Telepulse

KOTV *had*

- **99.4%** of the top rated quarter hours from 6 P. M. to sign-off.
- **94.6%** of the top rated quarter hours from sign on to sign-off.
- **50 out of 50** most popular once-weekly shows.
- **24 out of 25** most popular multi-weekly shows.

TOPS IN JUNE ARB, TOO!

- **75.3%** of top quarter hours, sign on to sign off
- **32 out of 40** most popular once-weekly shows
- **18 out of 20** most popular multi-weekly shows

KOTV 6 CBS *Channel* TULSA

Edward Petry & Co., Inc.

Advertisement

From where I sit
by Joe Marsh

"Light" Snack For Ducks

Coming back from Balesville the other night I noticed a powerful light at Whitey Fisher's Duck Farm. Seemed to be shining out over the water.

I stopped to ask Whitey what went on. He took me down to his pond and pointed out a 200-watt bulb—rigged up on a pole about three feet above the surface. The light was attracting thousands of insects for the ducks to eat.

Seemed kind of odd to me—but Whitey was enthusiastic. "Best idea I ever heard of," he claims. "Keeps the feed bill down—and the bug population, too. Why do you suppose I never thought of it before?"

From where I sit, Whitey's the type who's always ready to pioneer a worthwhile new trick. Me, I stick to old methods. Just a case of personal feeling, I guess . . . like the way you may prefer coffee with meals while I always prefer a traditional glass of beer. Not that I'd claim you're wrong—*respect for the other man's opinion is my "guiding light."*

Joe Marsh

Copyright, 1955, United States Brewers Foundation

$2 Million for 'Looney Tunes'

MORE THAN $2 million in sales of *Looney Tunes*, Guild Films' cartoon package, have been announced by Erwin Ezzes, general sales manager.

In some cases, the cartoons are marketed simultaneously to station and advertiser, Mr. Ezzes said, but in the majority of sales stations acquire the films for local spot participations. The series of 191 films is available as a library for unlimited use over a two-year period.

Official Expands Live Activity

OFFICIAL FILMS Inc., New York, has revealed that in addition to film syndication, it has been increasing its participation in live talent field, in association with Robert Sanford Talent Agency. Though Official could not disclose nature and extent of its participation, it said "strongest emphasis will be placed on packaging, writers, directors and actors for feature motion pictures and tv."

Mel Gold Expands Facilities

EXPANSION of facilities of Mel Gold Productions, New York, including acquisition of the entire 51st St. wing of the third floor of the Capitol Theatre Bldg., was announced last week by Melvin L. Gold, president.

FILM DISTRIBUTION

National Telefilm Assoc., N. Y., is making available for syndication filmed history of World War II titled *The Great Crusade*. Package includes eight hour-long films gathered from various sources and compiled by Herbert Bregstein, who served in Supreme Headquarters Allied Expeditionary Forces during World War II as lieutenant colonel.

Official Films, N. Y., has acquired its 13th tv film program for syndication, *Crossroads*, half-hour series produced by Sheldon Reynolds and available for fall showing.

FILM PRODUCTION

Parsonnet & Wheeler Inc., N. Y., announces production of two tv commercials for Colgate-Palmolive Co., one for Cashmere Bouquet and other for Veto. Agency: Bryan Houston Inc.

RANDOM SHOTS

Metropolitan Tv Film Council, composed of 26 tubeculosis associations in N. Y. area, has released three new educational tv spot announcements to N. Y. tv stations.

Lewis & Martin Films Inc. (tv commercials, training and slide films), Chicago, announces move of offices and studios to larger quarters at 1431 N. Wells St., Chicago.

FILM PEOPLE

Tom P. Hawley, formerly with ~~CBS~~-network sales, to Princeton Film Center Inc., Princeton, N. J., as sales manager, headquartering in N. Y.

Donald Stuart Hillman, formerly producer-director, NBC, to Peter Elgar Productions Inc., N. Y., in same capacity.

Joseph G. Betzer, formerly with Sarra Inc., Chicago, to Vogue Wright Studios, same city, as development executive.

John Tilley appointed assistant promotion manager, MCA-TV Ltd. Film Syndication Div., Hollywood.

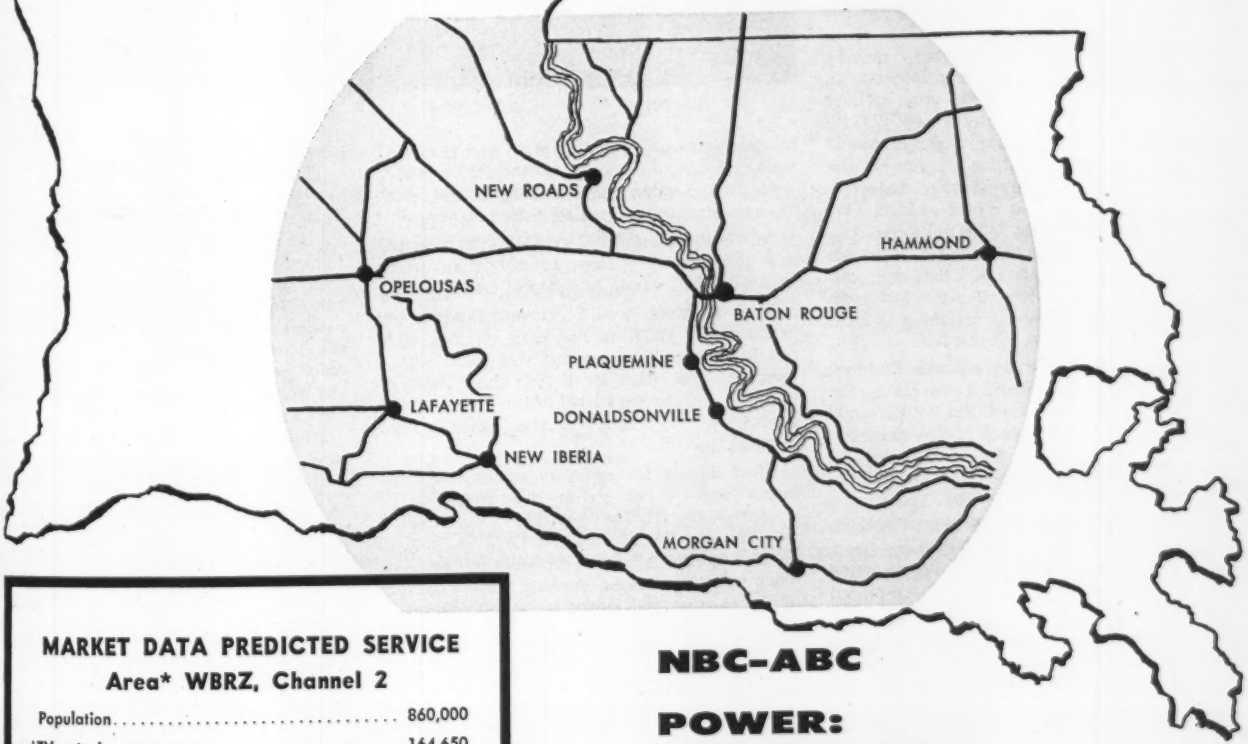
Bill Melendes and **Sterling Sturtevant,** formerly with John Southerland Productions, to Playhouse Pictures, Hollywood, as animators.

There's a BIG new Picture in prosperous Louisiana

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the rich heartland of Louisiana



MARKET DATA PREDICTED SERVICE
Area* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	$899,481,000
Retail Sales	$580,937,000
Food Sales	$129,460,000
Automotive Sales	$122,571,000
Drug Sales	$ 16,371,000

SOURCE: Sales Management's Survey of Buying power, 1954

*Class "B" †Television Magazine

NBC–ABC

POWER:
100,000 watts

MORE TOWER:
1001 ft. 6 inches

Largest TV Antenna in the United States
12 Bays—Channel 2

$899,481,000.00 Effective Buying Power!

DUMONT NETWORK TO QUIT IN TELECASTING 'SPIN-OFF'

Stockholders will be asked to approve a separation of the manufacturing and broadcasting divisions of DuMont Labs. If they go along with board action of last week, the new broadcasting company will operate two stations but no network.

THE faltering DuMont Television Network will discontinue network operations if a reorganization of the corporate and capital structures of the parent Allen B. DuMont Labs is approved by stockholders as proposed by the board of directors last week.

This assumption was widely held among several top authorities of the company following announcement of a plan to set up a new corporation to run DuMont's broadcast activities. Through a so-called stock "spin-off," the new company, DuMont Broadcasting Corp., would be owned at first by the same stockholders and in the same proportions as DuMont Labs through the issuance of one share of DuMont Broadcasting stock for each 2½ shares held in DuMont Labs. But additional shares in the new company also would be offered for sale, making possible an eventual divergence in the ownerships of the two companies.

For months the network has been moving downward in billings. Publishers Information Bureau figures show it with less gross billings for the entire first six months of 1955 ($2.9 million) than ABC-TV averaged per month of that period (about $3.6 million), about a quarter of NBC-TV's monthly average (approximately $13.1 million) and a fifth of CBS-TV's average per month (about $15.6 million). DuMont Tv currently is networking 5¼ hours per week, of which 3½ are co-op, a half-hour sustaining, and 1¼ hours commercial. However, DuMont recently has been undertaking to clear stations for football coverage this fall.

The "spin-off" plan would separate DuMont manufacturing and broadcasting operations. Dr. Allen B. DuMont, head of the labs, would become chairman of the board of that organization. The new company would operate DuMont Labs' WABD(TV) New York and WTTG (TV) Washington and the DuMont Tele-Centre in New York, according to the announcement, which nowhere mentioned the network.

Head of the proposed DuMont Broadcasting Corp. has not been selected, but well-placed authorities said Ted Cott, currently head of the owned-stations operation, would figure prominently in the firm. Ted Bergmann currently is manager of the broadcasting division, which includes the network.

Aside from creation of DuMont Broadcasting, highlights of the plan as announced by Dr. DuMont include the following:

- Offer of additional shares to stockholders in order to raise additional capital.
- Dropping of Class A and Class B common stock classifications. All common stock would be of one class.
- Increase in the number of directors from eight to ten.
- Creation of the office of chairman of the board (post to be taken by Dr. DuMont) and election by the board of all company officers.
- Reservation of 90,000 shares of common for purchase options for company executives and execution of a long-term contract with Dr. DuMont to provide, in addition to salary, options to buy 35,000 shares.

The proposals, it was reported, will be presented to stockholders within a few weeks. A special stockholders meeting is slated for October. If the proposals are approved, Dr. DuMont would be slated for election as chairman.

According to Dr. DuMont, separation of broadcasting activity from the parent company's electronic research, development and manufacturing operations would clear the way for separate and independent managements of each "to capitalize on and realize their potentials."

DR. DUMONT MR. COTT MR. BERGMANN

At the same time, Dr. DuMont indicated that the necessary steps to obtain favorable action by FCC would be taken at once.

That DuMont would do something about its corporate situation has been obvious since last May when the company was faced with a threatened rebellion by a formidable bloc of minority stockholders [B•T, May 16, 9]. Some concessions were made at that time and the uprising quelled.

Chief among the minority stockholders' demands were: desire for an independent to be elected on the DuMont board (this was realized with the election of Armand G. Erpf, general partner of Carl M. Loeb, Rhoades & Co., New York investment firm); demand for elimination of the existing division of stock, liquidation of the tv network and belief that top management would be strengthened by clarifying the division of authority and responsibility among executives engaged in research and development, as opposed to business policy.

It was apparent last week that with a "spin off," DuMont would have satisfied most of these demands while seeking additional capital.

In explaining the broadcasting facilities and policy to be followed, DuMont said that the two tv stations would be operated as "local stations closely identified in programming and commercial aspects with local social, cultural and economic interests."

It was explained that the Adelphi Theatre, 152 W. 54th St., where Jackie Gleason programs are being put on film via the Electronicam system, will be retained by DuMont Labs, which also continues ownership and operation of the Electronicam live-film camera system. A portion of the $5 million 67th St. Tele-Centre also may be used for additional Electronicam production.

The new corporation will have 2.5 million shares of one class common stock authorized. Of this amount, about one million shares will be distributed to common stockholders on the "spin off." Additional shares would be offered to DuMont Broadcasting Corp. stockholders "to provide adequate additional capital."

At present, Allen B. DuMont Labs has authorized three classes of stock: 124,343 shares of 5% cumulative convertible preferred with par value of $20, all outstanding; 2,440,000 shares of Class A common, of which 1,801,054 are outstanding and held by about 12,000 stockholders, and 560,000 shares of Class B common, all outstanding and held by Paramount Pictures Corp. (KTLA [TV] Los Angeles).

Paramount Pictures owns about 26% of the total stock. It was estimated that after the "spin off," Paramount would continue to own about that percentage of stock both in the new corporation and in the parent company.

As it now exists, there is no distinction in stock except in the voting for members of the board and officers. Class A votes five members, including the president and the vice president, while Class B elects three members, including the treasurer, the assistant treasurer and the secretary. All corporate action at present requires a majority vote of both Class A and Class B common stock.

This procedure will be changed under the new corporate structure with all stockholders voting for board members and the board electing the officers. Also the total number of board members will be increased from eight to 10.

In the Class A stock classification currently 136,777 shares have been reserved for conversion of 124,343 shares of preferred stock and another 8,000 shares reserved on option to purchase by "a key employe." There are 494,169 shares authorized but unissued and unreserved.

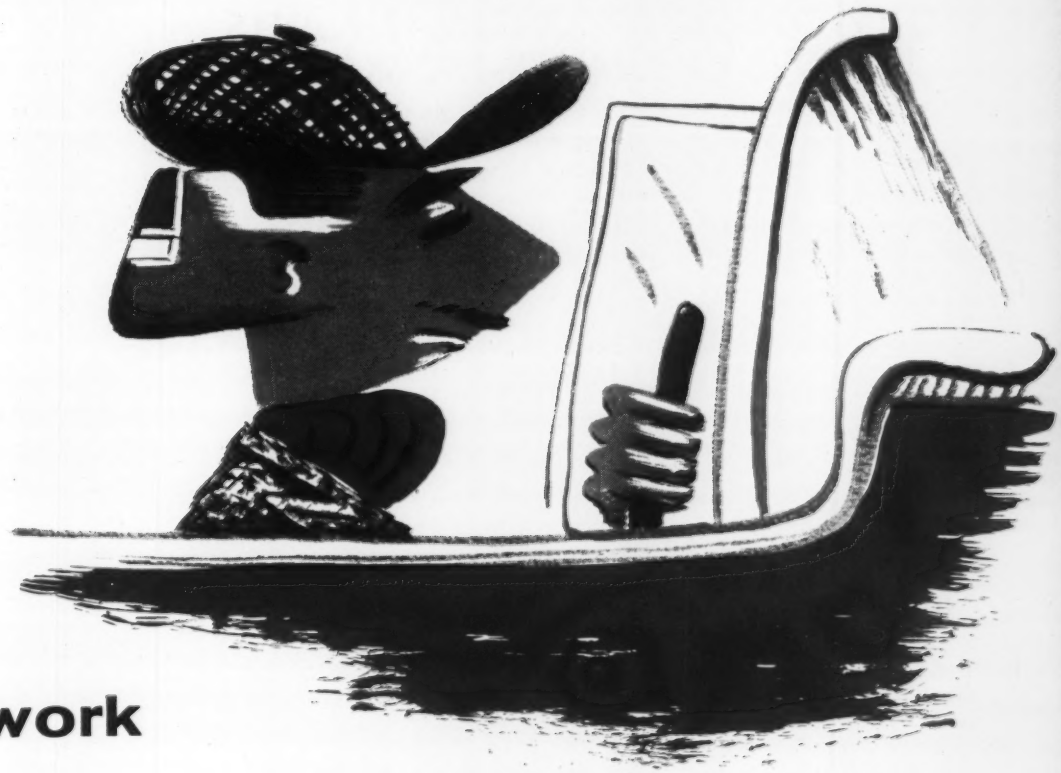
Holders of both A and B, it was proposed, would be asked to authorize 5 million shares of one class of common stock of $1 par value. Of these shares, issues will be made to replace in the same amounts existing Class A and Class B shares.

The present board of directors includes: Dr. DuMont, Thomas T. Goldsmith Jr., Stanley F. Patten, Percy M. Stewart and Mr. Erpf, all Class A; Barney Balaban, Paul Raibourn and Edwin L. Weisl, all Class B and of Paramount Pictures.

Officers include Mr. Patten, who is a vice president; William H. Kelley, vice president and general manager; Keeton Arnett, vice president for administration; Mr. Goldsmith, vice president for research; Irving G. Rosenberg, vice president for technical products; C. Edwin Williams, vice president for government contracts; Mr. Raibourn, treasurer; Bernard Goodwin, secretary; Irving Singer, assistant treasurer, and Arthur Israel Jr., assistant secretary.

Some years ago FCC found the Paramount interest to constitute "veto" power within the DuMont corporation and thus ruled the Paramount interest as a "negative control." Under this interpretation Paramount-owned tv stations (then including WBKB [TV] Chicago) had to be included with those of DuMont in totaling stations for purpose of multiple ownership rules.

we don't know how many people drive a cadillac to work



BUT we DO know that among 421 leading agency executives **45%** say **BROADCASTING-TELECASTING** is the best way for **radio** station advertising to reach them.

—in fact, **BROADCASTING-TELECASTING** won more first votes as the **best advertising medium** than ALL other trade journals combined!

question: "To best reach you (the buyer), which publication would **you recommend** to a station manager for national advertising?"

Here's the score: *

Broadcasting-Telecasting	45%
Publication B	31%
Publication C	3%
Publication D	3%
Publication E	1%
Publication F	0%
Publication G	0%
No Answer	21%
Other Magazines	6%

(Yes, they add to over 100%. A few split tickets did it.)

That's what they said. In other (and significant) words, **BROADCASTING-TELECASTING** is the best **direct** channel to the people who make the major purchases of radio and TV time.

moral: When your customers **tell** you how to influence them — the rest is up to you!

*There's a goldmine of other profitable facts where these came from. Ross Federal Research Corporation has dug them out, and summed up the results in "*Readership and Preference Study of Radio & Television Trade Publications.*" You need a copy. If you don't have one, write **BROADCASTING-TELECASTING,** 1735 DeSales Street, Washington 6, D. C.

NBC-TV COMMITTEE OFFERS 12 POINTS TO IMPROVE CHILDREN'S PROGRAMMING

Network says it will work for 'even higher standards' after receiving recommendations of special review committee, made public last week. Among other things, group suggests more emphasis on the 'positive' in NBC-TV's code on children's programming, as well as more balance in programs and more teenage shows.

NBC said last week that it will work toward "even higher standards" in its tv programming for children. This mark was set following receipt of 12 recommendations served up to NBC by a special review committee created by the network to appraise its children's programming.

A course will be charted once comments are in from the network's people most responsible for programming for the younger set, it was said.

Findings of the NBC Children's Program Review Committee were made public Tuesday by Richard A. R. Pinkham, vice president in charge of television network programs. Mr. Pinkham said network producers of children's and family type shows and program directors of NBC-owned stations had been asked to study the recommendations and to comment. Then NBC executives and the committee would review "the course of action to be taken. Out of this, we feel, will come a realistic program that will result in even higher standards of tv programming for the nation's children," according to Mr. Pinkham.

The analysis, prepared by a committee of three, had both praise and criticism for the programming reviewed. The larger share of the report dealt with recommendations. On the committee were Mrs. Douglas Horton, NBC board director, former president of Wellesley College and wartime director of the Waves; Dr. Frances Horwich, producer-star of NBC-TV's *Ding Dong School* and named in April as NBC supervisor of children's programs, and Dr. Robert M. Goldenson, a psychologist and expert on family relations.

Briefly summarized, the committee recommended:

• More emphasis on the "positive" in NBC-TV's code on children's programming, with an expression of intent that through the shows the network plans to render public service as well as entertainment.

• More teen-age programs; use of the 5-6 p.m. period weekdays and Saturday mornings for the 6-12-year-old groups with the 9-10 a.m. period weekdays for nursery school programs and shows for mothers; less emphasis on westerns and adherence to standards to avoid exploitation of children as program participants.

• More balance for children's programs; raising of standards in commercials, particularly when performers are used, and avoidance of a "natural tendency to overdo certain popular features and personalities."

• In certain areas of social behavior, experts should be called in, and planning for programming should be coordinated.

• Distribution in whole or in part of the committee report to program producers (this recommendation was adopted automatically by Mr. Pinkham's action last week); a need for a "full scale, professional study of the effects of tv, especially on children," with the cooperation of the tv industry.

Elsewhere in the report, the committee observed that:

• Educational television has arrived—"such programs have been brought to the public as truly by NBC as by any stations specifically labeled 'educational'."

• What's planned for children viewing must "seem good to them as well as be good for them."

• Time zones work a particular problem in children's programming by networks. This time differential means legitimate adult programs broadcast at one time in one part of the country may be heard at a less suitable time elsewhere.

Those areas of NBC policy in children's programming, in which the committee found particular favor, included:

(1) NBC's code. In its present form "highly commendable," although the committee had suggestions to make.

(2) Interpretation and application of the code. The committee was "impressed" by continuity acceptance reports and by efforts of

2 Thrillers Every Week!

the big radio attractions for FLINT football fans

UNIVERSITY of MICHIGAN and NOTRE DAME Games Every Week

SAVE 10%

Buy any 2 or more of these powerful stations and save 10% from rate card.

WKMH—Dearborn—Detroit
WKMF—Flint, Michigan
WKHM—Jackson, Michigan
WSAM—Saginaw, Michigan

represented by HEADLEY-REED

that's why everyone tunes to

WKMF

FLINT, MICHIGAN

Fred A. Knorr, President

Eldon Garner, Managing Director

KNORR Broadcasting Corporation

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Looks like the ship is gone... *I'll keep you posted.*"

Case History No. 11

Clayton Edwards, Assistant News Director of WTAR, Norfolk, was in the newsroom before dawn. The Atlantic was being whipped by the forefront of Hurricane Hazel, and Edwards wanted to assemble full details for his morning newscasts.

He knew at least one ship was in trouble—the S. S. Mormackite, with a crew of 48 aboard. She had been reported overdue, and a Coast Guard search was under way.

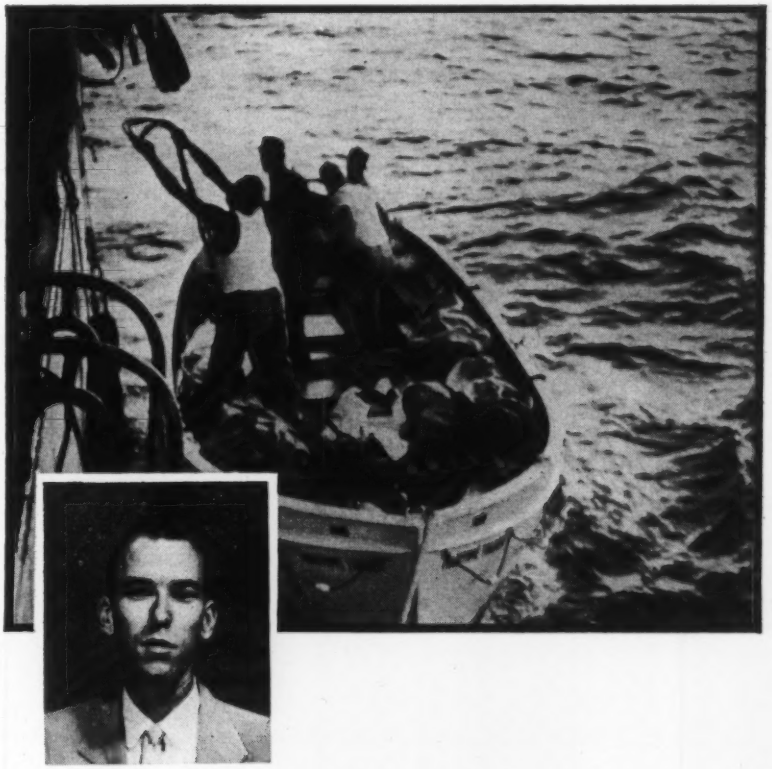
He telephoned Coast Guard headquarters once more. This time there was some word. A Coast Guard plane reported a survivor had been sighted, and the S. S. Macedonia radioed that it had picked up a seaman who said he was from the Mormackite.

Edwards put in a quick call to The AP at Richmond, which at that early hour was handling the storm coverage.

"Mormackite survivor picked up," Edwards reported. "Looks like the ship is gone. No other word yet, but I'll keep you posted."

His call to The AP was the first direct news of the disaster. The story kept rolling from Edwards as he passed along every scrap of information while AP newsmen and other members swung into action.

The worst was confirmed. The cargo of the Mormackite, an ore carrier, had shifted. The vessel capsized, taking 37 seamen to the bottom. Eleven survived.

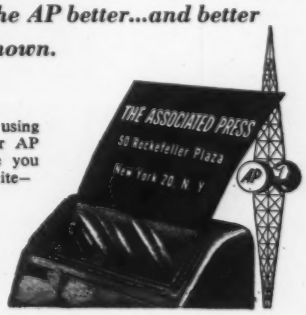


Edwards' performance won for him and his station the WDBJ Cup, given annually by Virginia AP Broadcasters to the man providing the best coverage for AP members.

"I called The AP automatically when the story broke," said Edwards. "That's what other AP members do, and that's the way we get the full story first."

Clayton Edwards is one of the many thousands of active newsmen who make The AP better...and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—



Those who know famous brands...know the most famous name in news is AP

producers and performers in adapting existing shows to conform to the code.

(3) Policy of enlightenment through integrated exposure. NBC has doubled the amount of "integrated enlightenment" in programs offered in March as compared with December 1953.

(4) Supervisor of children's programs. Committee found this appointment of Mrs. Horwich "a very sound action."

Those areas in which the committee had "concerns"—as a result of viewing of actual programs and perusal of tv studies, magazine articles and the hearings before the Senate subcommittee investigating juvenile delinquency —briefly were:

Use of bad grammar and pronunciation, overdone slapstick, acting that tends to frighten children, over-excitement (usually prolonged), exploitation of children who take part in shows, examples of misguided or insufficient enlightenment and overuse of stereotypes in plot and character.

The committee noted that the destroying of "public property," shooting seltzer water and throwing things at each other, were examples of "suggested or demonstrated action" that would not be permitted in the child's home and thus had effect on parent-child relationships.

Mr. Pinkham noted the analysis represented the first effort by a network to obtain an evaluation from experts of the network's own children's programs. He said that NBC "deeply conscious of its position and its responsibilities in relation to social problems of the day," had thus created the review committee and "for this reason . . . [we] welcome the group's first report." While naturally pleased that the committee found much to recommend in the standards already established in children's shows on NBC-TV, Mr. Pinkham said the network "at the same time" was directing its attention to the report's critical portions.

In its study, the committee held six meetings. The report pointed out that at least one of a group of NBC officers and staff members—among them NBC President Sylvester L. Weaver Jr., Mr. Pinkham and Joseph Heffernan, NBC financial vice president (who testified before the Senate Juvenile Delinquency Subcommittee on tv programming last spring [B•T, April 11]—was present at each of the meetings.

Teen-agers, who are apt to prefer family or adult shows, the committee found, still ought to be given special attention in programming—"They seem to be neglected as compared with the younger children."

Lumping programs for the up through 12-year-old group with the six-year-old in the 5-6 p.m. period was favored by the committee because this "would seem to contribute to family well-being, since the willingness of older children to listen, at those hours [also Saturday mornings] would help to keep the younger interested and in general contribute to family harmony."

Several specific standards were recommended by the committee in avoiding what the report described as "exploitation of children."

Summary of Standards

These standards are summarized below:

Children used in commercials should be professional talent; neither show guests nor children from the audience should be made "unwitting endorsers of the sponsor's product;" children could be used in games, contests and skits "which do not submit them to danger, embarrassment, etc." (the committee suggested pre-air time briefing would help); children could be used "to participate for the viewer" but restraint should be exercised both on number of children and activity of the child on program; audience shots of children should be confined to showing them as "interested spectators" with other participation, questions, answers, etc., barred except perhaps for group singing or reaction; ad lib remarks shouldn't be elicited in order to make entertainment of them for adults "because they are ludicrous, humorous, or possibly off-color."

The committee said it did not classify westerns as crime programs and agreed with Prof. Sheldon Glueck that they "serve more as a harmless, vicarious outlet than as a harmful influence." Suggestions, however, were for more enlightenment by including "nature lore and folklore" and less time allocated to westerns on "some of the o&o stations." Better balance, the committee said, could be achieved through introduction of other types of adventure programs; for example: how-to-do-it shows, field trips, more music (particularly folk music), greater contact with people and customs of other lands, hobby material, storytelling, child-animal series and adventure programs other than westerns and space serials (for instance, exploration). When commercials are incorporated into shows with performers used to endorse the item, the committee suggested, "the commercial should conform to all the standards desirable for children's programs in general."

The report was critical of what it called an "overuse of feature"—such as too much use and repetition of cartoons and also slapstick.

You Can Really Do Things with REAR SCREEN PROJECTION

UNIVERSAL High Intensity ARC SLIDE PROJECTOR

Projects BIG brilliant pictures up to theatre size and full of detail impossible with an incandescent projector.

Rear screen projection by Strong Universal Arc Slide Projector as used by Cinema Service, television and commercial motion picture producers, Seattle, Washington.

Plugs into any 110-volt A.C. outlet. Comes complete with objective lens, blower, slide carrier, power transformer, arc lamphouse with motor-fed carbons and four adjustable legs.

Strong ELECTRIC CORPORATION

THE STRONG ELECTRIC CORPORATION
"The World's Largest Manufacturers of Projection Lighting Equipment"
101 CITY PARK AVENUE TOLEDO 2, OHIO
Please send brochure and prices on the Strong Universal Arc Slide Projector
NAME
FIRM
STREET
CITY & STATE

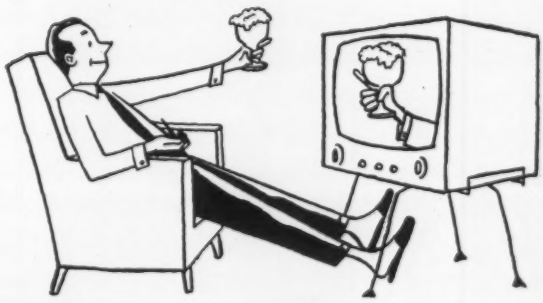
A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

"SEE-PAY" TELEVISION!

2,770,528 People,

434,912 TV Sets
(As of May 1, '55)

in Kentucky and Indiana, VIA



WAVE-TV CHANNEL 3 LOUISVILLE

Reaching As Many Families in Its Kentucky and Indiana Area As:

- *26 Daily Newspapers Combined!*
- *115 Weekly Newspapers Combined!*
- *12 Leading General Magazines Combined!*
- *16 Leading Farm Magazines Combined!*
- *14 Leading Women's Magazines Combined!*
- *All Home and Fashion Magazines Combined!*

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES
Exclusive National Representatives

RADIO AFFILIATES, CBS TO HOLD MEET

Second annual session to be held Sept. 13-14 in Detroit. President Frank Stanton will speak. Auto industry will be saluted.

HIGHLIGHTS of plans for the second annual meeting of CBS Radio affiliates with key executives of the network, to be held Sept. 13-14 at Detroit's Hotel Sheraton-Cadillac, are being announced today (Monday) by Arthur Hull Hayes, CBS Radio president, and Charles C. Caley of WMBD Peoria, Ill., chairman of the convention subcommittee of the CBS Radio Affiliates Assn.'s board of directors.

CBS Inc. President Frank Stanton, whose rousing speech for radio was a highlight of last year's meeting [B•T, Sept. 6, 1954], will again be a featured speaker. He will address the affiliates at the opening day's luncheon.

The sessions, held under the joint auspices of the network and the affiliates' association, are designed to give the stations a complete presentation on CBS Radio's sales, programming, and promotion plans for the coming season.

President Hayes will present the network's overall plans. Other opening-day speakers are slated to include John Karol, network sales vice president; Howard G. Barnes, network programs vice president, and Sherril Taylor, ... director of sales promotion and advertising, ... presentations on the plans of their respective departments.

A sales promotion clinic and seminar ... will be incorporated into the affiliates meeting. Mr. Taylor and Louis Dorfsman, co-directors of sales promotion and advertising, and Murray Salberg, manager of program promotion, will outline CBS Radio's fall program promotion campaign. First day's activities will be capped by a banquet with entertainment by a number of CBS Radio personalities in a program to be produced by Vice President Barnes.

Morning session of the second day will include a CBS management conference and separate seminars led by affiliates' promotion managers. The meeting's windup luncheon will honor the Detroit automobile industry, with presidents of the major car makers invited to attend. The Detroit meeting is the first under the policy of rotating the annual sessions among centers of major industries.

WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*
39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).
39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*
39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.
Basic NBC programming plus market-WISE local programming.
A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT
IN IOWA
ROCK ISLAND, MOLINE
AND EAST MOLINE
IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV

ABC, 'TIME' PLAN NEWS DRAMA SERIES

IN A NEW approach to news programming, ABC Radio and *Time* magazine will cooperate in production of a series of 18 five-minute dramatic news programs each weekend, starting Aug. 20.

The series will be made available for sponsorship as a single package at a cost understood to be somewhat more than ABC's current weekend news package of 22 five-minute newscasts. The latter package, which is now sponsored by Texaco and will continue, costs approximately $13,500 per week for a 33-week firm contract.

The novel program series, to originate in New York, will be called *It's Time.* Westbrook Van Voorhis, who formerly narrated *March of Time* documentaries, will narrate this series. A cast of 40 actors and actresses will be utilized for the vignettes, which will total an estimated average of 50 to 60 separate news features each weekend. Drex Hines, ABC's producer and director, will direct the series.

Announcement of the new series was made jointly Thursday by John Daly, ABC's vice president in charge of news, special events, sports and public affairs, and Time Publisher James A. Linen. They said the programs will only rarely touch on top headline news but often provide background anecdotes on major news stories and people. Off-beat news stories often will be self-contained narratives, reflecting, they said, "the tempo and temper of our day."

Broadcast times, under the current scheduling: Saturdays—8:30 a.m.; 11:30 a.m.; 12:30 p.m.; 1:30 p.m.; 2:30 p.m.; 4:30 p.m.; 5:30 p.m.; 8:30 p.m.; 9:30 p.m. and 10:30 p.m.; Sundays—9:25 a.m.; 11 a.m.; 12:30 p.m.; 3:25 p.m.; 5:25 p.m.; 6:30 p.m.; 7:30 p.m. and 9:30 p.m.

The program will be designed to range the field of news, "choosing items that typify the mood and meaning of our times," it was said. Both ABC's facilities and *Time's* news bureaus and correspondents, as well as other news and research sources available to both companies, will provide material.

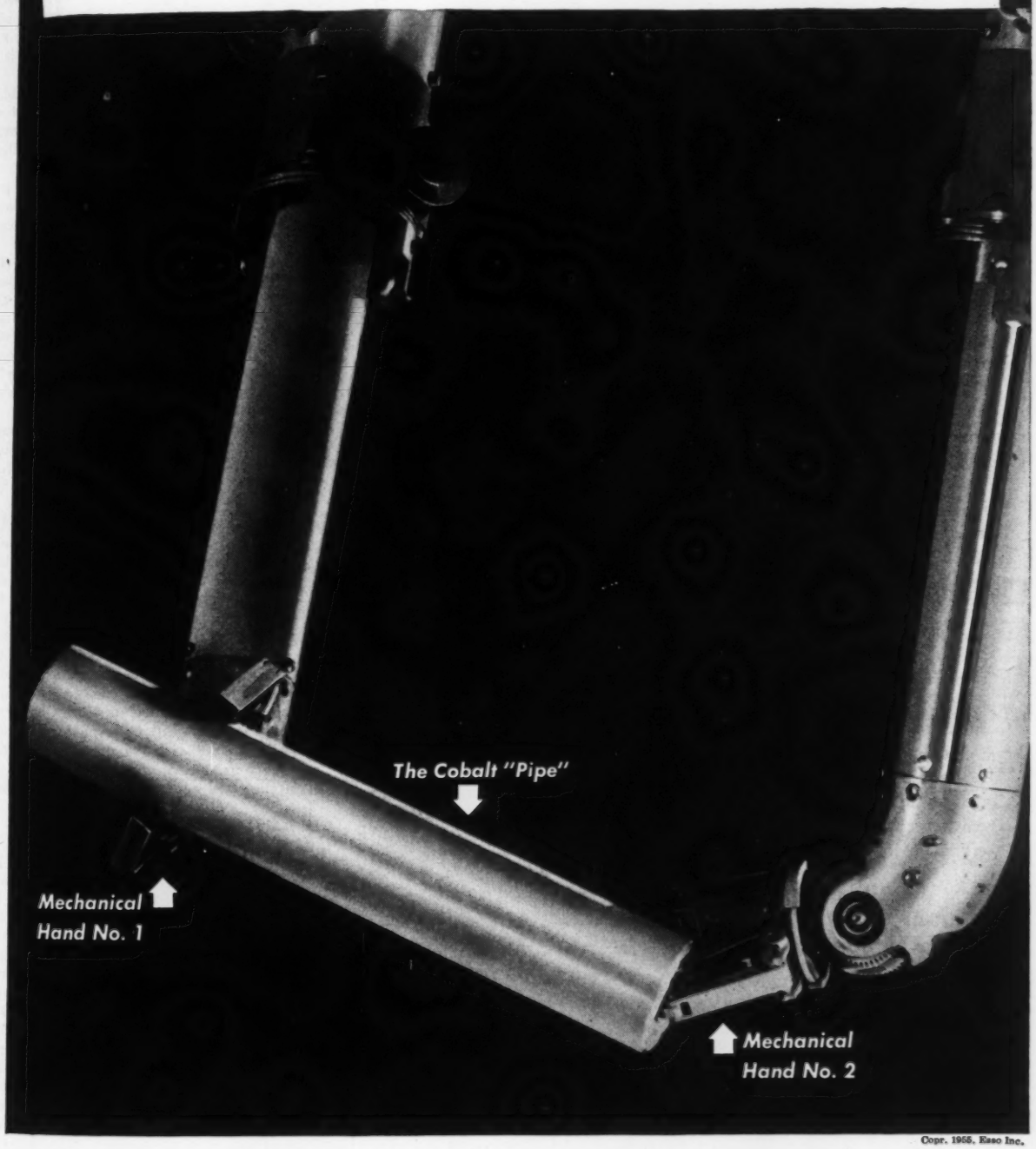
ABC noted that the addition of these dramatic programs to its regular 22 five-minute newscast weekend package would provide "actual dimension" in a dramatic and comprehensive treatment of the news.

Most radioactive research tool yet known!

This 13-inch cobalt tube has been deliberately given more radioactive power than all the radium ever refined. Now this "hot pipe" is going to work in the Esso Research Center. By applying this tremendous new force in various ways to molecules of petroleum, Esso scientists hope to unlock for you still new worlds of oil progress. No one can say now just what will happen. But the benefits will be yours, as fast as they can reach you. This is another example of the continuous research carried on by the petroleum industry in the public interest.

ESSO RESEARCH

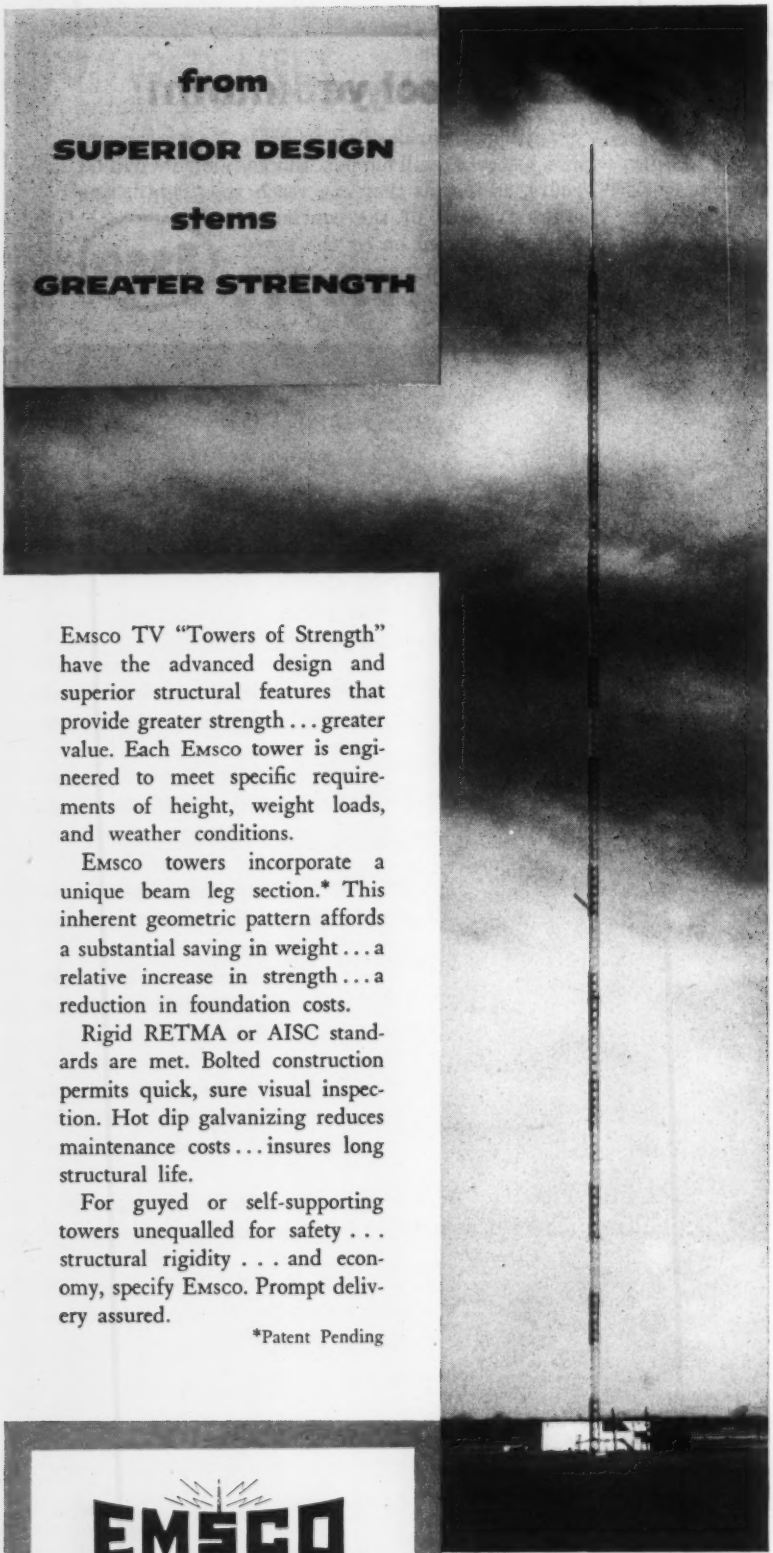
Esso



Copr. 1955, Esso Inc.

Mechanical hands, operated by remote control, are used in the Esso Radiation Laboratory at Linden, N. J., to handle this new tool of research, radioactive Cobalt 60. Nothing of this strength has ever been used in oil research before.

ESSO RESEARCH works wonders with oil!



EMSCO TV "Towers of Strength" have the advanced design and superior structural features that provide greater strength . . . greater value. Each EMSCO tower is engineered to meet specific requirements of height, weight loads, and weather conditions.

EMSCO towers incorporate a unique beam leg section.* This inherent geometric pattern affords a substantial saving in weight . . . a relative increase in strength . . . a reduction in foundation costs.

Rigid RETMA or AISC standards are met. Bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs . . . insures long structural life.

For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy, specify EMSCO. Prompt delivery assured.

*Patent Pending

EMSCO
TOWERS OF STRENGTH ®
EMSCO MANUFACTURING COMPANY
Garland, Tex. LOS ANGELES, CALIF. Houston, Tex.
General Sales Offices: Dallas, Texas

Emsco guyed TV Tower over 1000 ft. in height, Great Bend, Kansas

E-216-55

NEW COAST OFFICES PLANNED BY NBC

$1.5 million building to be built in Burbank. Construction scheduled to start in autumn. More space leased for afternoon color programs.

CONSTRUCTION plans for a new $1.5 million office building in NBC's Color City in Burbank, Calif., were announced last week by network officials. The building 400 x 50 ft., includes 60,000 square feet of floor space and will consist of three floors and a basement. It will be built just east of the main driveway at the entrance to the NBC studio building in Burbank.

Construction is set to begin this fall with completion tentatively scheduled for early 1956. Construction will be under supervision of Robert F. McCaw, director of facilities administration for NBC.

The air-conditioned structure will provide offices for producers, the art department, graphic arts, unit managers, press photo gallery and photo lab.

NBC said this is the first step in the production-development of additional office space for NBC in the Hollywood-Burbank area. During the past three years NBC has spent $7 million developing the television facilities on the 48-acre site at Alameda and Olive Sts., Burbank. This includes two black-and-white studios, a $3.7 million color studio and a large service building costing about $350,000.

The network last week also announced that in line with NBC's expansion in television on the West Coast, two floors at 1559 N. Vine St., Hollywood, have been leased for the afternoon color television productions which will be produced by Albert McCleery.

The McCleery productions will feature five tv shows a week. Each will be an hour in length and designed to be the biggest daytime regularly scheduled shows in television history, NBC said. All shows will be rehearsed and planned at the new site on Vine St. but will originate in color from NBC's Color City in Burbank. This project represents an outlay of more than a million dollars in its original concept and is scheduled to debut October. 3. The new property will be remodeled in four rehearsal studios and eight offices for the McCleery production unit. Floor space of the new studios will cover a total of 7,000 square feet.

Russians Deny CBS Man, Permit NBC Broadcasts

CBS RADIO in New York confirmed last Thursday that special correspondent William Worthy, who had made two direct broadcasts using the facilities of Radio Moscow, had been denied permission by the Soviet foreign ministry to continue his newscasts. At the same time, NBC Radio said that its correspondent Irving Levine had been given permission to use Radio Moscow for two broadcasts. The first was carried last Thursday at 3 p.m. and the second was set for last Friday at 5:30 p.m. EDT.

In a cable to CBS Radio, Mr. Worthy said the withdrawal of permission for his broadcast might be connected with applications now pending with the U. S. State Dept. to allow six Soviet correspondents into the U. S. Mr. Worthy said he belived that if the State Dept. gives the go-ahead signal for the Soviet newsmen he will be allowed to resume broadcasting. Though Mr. Worthy made four broadcasts directly from Moscow, only two were received clearly.

You Might Run The 120-Yard Hurdles In 13½ Secs.—*

BUT . . . YOU NEED WKZO RADIO TO SET RECORDS IN WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

The smart way to hurdle the competition in Western Michigan is to use the 5000-watt voice of WKZO—CBS radio in Kalamazoo.

Nielsen figures show that WKZO gets 177.7% more average daily daytime families than Station B. Pulse figures, left, credit WKZO with more than TWICE AS MANY listeners as Station B, day and night!

Your Avery-Knodel man will be glad to give you full details.

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** Richard Attlesey set this world's record in Fresno, California in May, 1950.*

any way you look at it!

WLOL
IS THE HOTTEST STATION IN THE NORTHWEST!

Size it up from your latest PULSE report. Or judge it by the remarkable rush of advertisers to WLOL. The answer comes out the same. WLOL now leads all independent Twin Cities radio stations . . . outdraws three of the four network stations . . . delivers more radio homes per dollar by far. And that's 372,300 city and suburban homes we're talking about!

THE TOPPER IN INDEPENDENT RADIO

WLOL
MINNEAPOLIS - ST. PAUL
LARRY BENTSON, Pres.
Wayne "Red" Williams, Mgr.
Joe Floyd, Vice-Pres.

'HOME' NEAR TOP AS IDEA SOURCE

NBC-TV's year-old home service program ranks second only to 33-year-old 'Better Homes & Gardens' as all-media source of homemaking information ideas, Psychological Corp. survey shows.

RESULTS of a survey released last week revealed that NBC-TV's *Home* service program (Mon.-Fri., 11 a.m.-12 noon EDT) outranked all newspapers, radio and other tv programs and all magazines except *Better Homes & Gardens* as a main source of homemaking information ideas in urban U. S. A.

In announcing the results of the survey, executed in February 1955 on a nationwide basis by the Psychological Corp. under the supervision of NBC-TV Research & Planning, Hugh M. Beville, director of research and planning for NBC, made these other points:

• *Home* is the No. 1 source of service information for women, leading all service magazines in the program's own coverage area (accounting for 85% of all television homes).

• *Home* ranked first as the "good, all around source" of information, outdistancing its nearest competitor, *The Ladies Home Journal*, by 9%.

• *Home*'s influence is larger among younger women in the upper economic groups and in the large cities.

The study, known as "*'HOME'* on the Brain," was designed to determine which magazine, radio program, newspaper or television program is regarded by women as their main source of information and ideas on fashions, cooking, housekeeping and home decorations. The study also attempted to ascertain the specific reasons why women named the sources they did.

The survey, conducted between Feb. 4 and 15, 1955, covered 5,000 households in urban areas of the U. S., said to account for 67% of all U. S. homes. The households were located in 1,000 small interviewing areas or "clusters," composed of 364 urban places and "fringe areas." The survey included areas where *Home* has no coverage.

Mr. Beville reported that with respect to the four media categories, women listed their principal sources of information as follows: magazines, 36.0%; newspapers, 24.6%; television 23.9% and radio, 4.7%.

When respondents were asked to pinpoint which specific medium they preferred, Mr. Beville said, *Better Homes & Gardens* was first with 6.9%, followed closely by *Home*, 6.8%. In order of ranking other media were as follows: *Good Housekeeping*, 6.3%; *Ladies' Home Journal*, 4.8%; *McCall's*, 3.1%; *Women's Home Companion*, 2.5%; *American Home*, 2.1%; CBS-TV's *Arthur Godfrey Time*, 1.2%; CBS Radio's *The Big Payoff*, 1.1%; *Woman's Day*, 0.9%.

The survey showed, Mr. Beville said, that in its own coverage area, *Home* was the main source of service information, with 7.6% of the women questioned mentioning the program. In second position was *Better Homes & Gardens*, 7.0%, followed by *Good Housekeeping*, 6.0%; *Ladies Home Journal*, 4.5%; *McCall's*, 2.9%.

In reply to the question as to the medium that constituted the "good all around source," the survey showed that 31% of the women named *Home;* 22%, *Ladies' Home Journal;* 13%, *Better Homes & Gardens;* 12%, *McCall's*.

Another significant finding of the survey, Mr. Beville said, is that the percentages of women mentioning *Home* are larger among the younger age groups than among the older; larger in the higher socio-economic groups than in the lower, and larger in cities of 500,000 to 3 million than elsewhere.

He also noted that *Home* was not yet a year old at the time of the survey last year, but still replaced all except one of the "service" magazines as the No. 1 source of information for ideas for the homemaker. The age of the other outstanding media, he said, are: *Better Homes & Gardens*, 33 years old; *Good Housekeeping*, 70 years old; *Ladies' Home Journal*, 72 years old, and *McCall's*, 85 years old.

Since its inception in March 1954, Mr. Beville said, *Home* has engaged in numerous merchandising and promotional tie-ups, including cooperation between the program and key department stores, known as "Department Store of the Week." The series on Aug. 1 launched a food promotion in cooperation with the nation's leading food stores and processors, encompassing a continuing study of the food industry and monthly remote telecasts from the leaders in both these areas.

Mr. Beville also revealed that an "extension" to the *Home* show will be added on Aug. 22 when NBC-TV introduces *The World at Home* (Mon.-Fri., 10:45-11 a.m. EDT). This program is designed to perform for television the same function that "human interest" stories accomplish for the "service" magazines.

Weaver on 'Home'

NBC PRESIDENT Sylvester L. Weaver Jr., will be interviewed by Arlene Francis on NBC-TV's *Home* program Friday (11 a.m.-12 noon EDT), and will discuss the network's upcoming one-hour dramatic series, *NBC Matinee Theatre*, which will be presented five times weekly in color and black-and-white. Mr. Weaver is credited with having originally conceived and later developing the idea for the *Home* show.

Bill Stern Recuperating From N. Y. Auto Accident

VETERAN sportscaster Bill Stern was reported recovering last week from injuries received when the automobile he was driving crashed Tuesday into an abutment on a New York parkway. The accident occurred at 3:40 a.m. when Mr. Stern apparently was on his way home. Police pulled him from the wreckage unconscious. He suffered cuts, bruises and a concussion in addition to possible internal injuries. His condition at Jewish Memorial Hospital was described as "good" late last week and he was expected to be released after a few days.

According to the police, the sportscaster may have fallen asleep at the wheel. It was noted that 20 years ago, Mr. Stern lost the use of his left leg because of injuries suffered in another auto mishap. ABC said Thursday that prominent figures from the sports world would pinch-hit for Mr. Stern on his evening Monday-Friday radio programs, *Sports Today With Bill Stern*, until he was able to return to work. New York Yankee Gerry Coleman filled in for Mr. Stern Wednesday, Thursday and Friday, and golfer Gene Sarazen on Tuesday.

Benjamin, Oscar and Ralph Lazrus, brothers who head the Benrus Watch Company, ask . . .

"Have you seen the Benrus torpedo?"

"Within its perforated shell, three of our self-winding waterproof watches were towed from Gibraltar to New York, submerged in the turbulent wake of a fast trans-Atlantic liner. When the torpedo was opened – every watch was on time to the tick!

"Then came the job of delivering 56,000 more of those same Benrus watches to jewelers all over the country, before the nationwide TV promotion date.

"We called Air Express—and every watch arrived on time.

"We depend on Air Express. They handled over 11,000 shipments for us last year. Not one was lost, late or damaged.

"Yet Air Express usually costs us less than would any other complete air service. 15 lbs., for instance, from New York to Atlanta, Ga., is $5.63. That's the lowest rate in the field by $1.27. Add it up on several thousand shipments!"

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

CALL AIR EXPRESS . . . *division of* RAILWAY EXPRESS AGENCY

GREATEST COVERAGE
in wealthy
Central California

. . . and the rapidly growing
2¾ BILLION DOLLAR ANNUAL
INCOME that goes with it!

BASIC CBS TELEVISION plus

K 351,000 televiewing families who love basic CBS programs.

B KBET. . . you can BET, is a cinch to have *2½ to 1

E families as steady night time audience.

T-V CHANNEL 10
Sacramento, Calif.

H-R Television Inc.

*ARB APRIL 1955

Two Buy NBC-TV Daytime In Over $3 Million Deal

EXTENSIVE advertising schedules ordered by Standard Brands Inc. and Johnson & Johnson Co. over NBC-TV account for daytime sales of more than $3,250,000 in gross billings, it was reported last week by George H. Frey, vice president in charge of sales for NBC-TV.

Standard Brands, through Ted Bates & Co. has bought 130 quarter-hour segments of NBC-TV daytime programming, including 15-minute portions each of the *Tennessee Ernie Ford Show* (Mon.-Fri., 12-12:30 p.m. EDT), starting today (Monday) for 52 weeks, and of *Howdy Doody* (Mon.-Fri., 5:30-6 p.m. EDT) on alternate weeks starting Sept. 23 for 52 weeks [AT DEADLINE, Aug. 8]. During August and through Sept. 19, Standard Brands will be advertised on *Tennessee Ernie* on Monday and Friday, and starting Sept. 27 on Tuesday and Friday. Advertised products are Blue Bonnet margarine, Royal desserts, Chase & Sanborn coffee, and Tenderleaf tea.

Johnson & Johnson, on behalf of Johnson baby powder, has bought three quarter-hours a week for seven weeks starting last Tuesday, on *Tennessee Ernie* (first segment, 12-12:15 p.m. EDT) on Tuesday; *Ted Mack Matinee* (second segment, 3:15-3:30 p.m. EDT) on Tuesday; and *World of Mr. Sweeney* (4:30-4:45 p.m. EDT) on Tuesday. The agency is Young & Rubicam, New York.

'Stop the Music' Cited In $8,500 Damage Suit

AN $8,500 SUIT for recovery was filed in Chicago Circuit Court Wednesday by a Michigan housewife, naming AB-PT, Admiral Corp., Louis G. Cowan Inc. (production firm) and P. Lorillard Inc. (Old Gold Cigarettes), defendants.

The suit, filed by Eugene F. Connell, member of the law firm of Lane, Duffy & Connell, charges that Mrs. Margaret Firlik, of Grand Rapids, Mich., correctly identified a tune on *Stop the Music* June 21, 1951, but that the program refused to pay her the $8,500 jackpot money.

In Chicago Admiral Corp., which sponsored the program, declined Thursday to issue any statement or comment on the litigation. Nub of the court action was the tune "Love's Own Sweet Song," which Mrs. Firlik claims she identified as the Sari Waltz. Mr. Connell said he could prove in court "Love's Own Sweet Song" was merely an adaptation from the Sari Waltz and that she had correctly identified it.

$64,000 Question to Become CBS Simulcast on Oct. 4

TELEVISION'S most-talked-about program, *The $64,000 Question*, will become a simulcast Oct. 4 when the show will be carried on CBS Radio as well as CBS-TV, under the same sponsorship, Revlon Products Corp., New York [CLOSED CIRCUIT, Aug. 8]. Agency for Revlon is Newell, Craig & Kummel, New York.

In announcing the simulcast plan, John Karol, vice president in charge of network sales, CBS Radio, said Revlon's decision to add network radio will enable the sponsor to reach "an even greater audience for this popular series." The show is on Tuesdays, 10-10:30 p.m. EDT.

Audience Participation

A TV PANEL failed to guess the occupation (elephant trainer) of a contestant on the Aug. 7 telecast of CBS-TV's *What's My Line?* thus awarding John Marshall Showers (known professionally as Jimmy Mitchell) with $50. But two viewers of the program in Royal Oak, Mich., were not so confused on identity and called the Federal Bureau of Investigation office in Detroit. Agents who picked up Mr. Showers at the Jones Beach Marine Theatre (Long Island) where the ex-contestant had been handling a pair of elephants for the outdoor "Arabian Nights" production, said a complaint had been filed against Mr. Showers a little more than a year ago for allegedly transporting a stolen automobile from Royal Oak to Glen Falls, N. Y.

Novins to Moderate Two CBS Radio Shows

APPOINTMENT of Stuart Novins as moderator of two public affairs programs, *The Leading Question* and *Face the Nation*, was announced last week by Irving Gitlin, CBS director of public affairs.

Mr. Novins has been associated with CBS news and public affairs since 1939, when he joined the network-owned WEEI Boston as reporter-producer. He served most recently as director of public affairs for CBS Radio and associate director of public affairs for CBS. He also has been a program writer and director of special events for the Columbia Pacific Network.

He will relinquish all administrative duties for his new undertaking as moderator. Mr. Novins was to begin work on *The Leading Question* (CBS Radio, Sun., 12:05-12:30 p.m. EDT) yesterday (Sunday) and will take over moderator duties on *Face the Nation* (CBS Radio, Sun., 10:05-10:30 p.m. EDT; CBS-TV, Sun., 4:30-5 p.m. EDT) on Aug. 21. Both programs will continue to orginate in Washington.

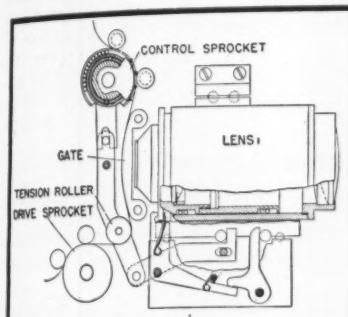
Grebe, Hoffman, Pollock Join ABC Promotion Dept.

ADDITION of Robert Grebe, Lina Hoffman and Bruce G. Pollock to the staff of ABC's advertising, promotion and publicity department was announced last week by Gene Accas, department director.

Mr. Grebe, who has been named trade editor of ABC in New York, effective Sept. 15, succeeds Adolph L. Seton, promoted to assistant manager of publicity [B•T, July 11]. Mr. Grebe has been with MBS' publicity department for the past two years and previously had been with *Radio-Television Daily* and UP.

Miss Hoffman joins ABC as a publicity writer in New York on Sept. 1. She has been a reporter and writer for the *Washington Times-Herald* and the *Washington Post* and traffic manager of WMAL Washington. Mr. Pollock, who has been named ABC on-the-air promotion trailer supervisor in Hollywood, effective immediately, served most recently in a Los Angeles advertising agency. Previously he was an announcer and director for WBAL-TV Baltimore for two and a half years.

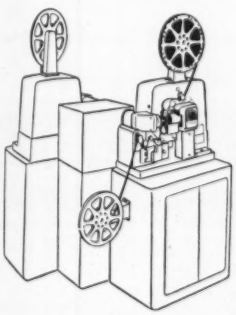
New Eastman Continuous Motion Projector assures sharp, bright, clean television pictures from film—monochrome or color; ends faulty color registration, shading problems and smear.



Compensation for film shrinkage is automatic—both for pitch of control-sprocket and focal length of objective. Tension control, attached to linkage, actuates base circle of control-sprocket, moves elements of lens to adjust focal length and focus.

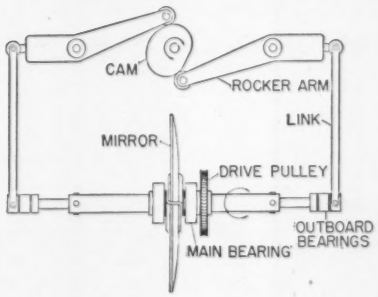
IMPORTANT: Shift-focus for picture and sound emulsion (front or back) is embodied in assembly.

Automatic film shrinkage compensator



Eastman Continuous Motion Projector Model 300, mounted upon artist's conception of scanner unit and phototube pickup.

High Light level



Optical system combines *f*/1.6 lens with semi-circular mirrors, cam-actuated to follow continuous film advance.

Mirrors are located out of focal plane—eliminating dust effects on the receiver.

What does the new Eastman Model 300 mean to station, sponsor, and home-viewer?

Because *of uniform high light level,* full color values are obtained from varying densities of color film.

Because *shrinkage compensation is automatic,* film condition requires little or no attention. System, in fact, is easy on *all* film.

Because *projector is simple, sturdy* and built to remarkably close tolerances, quiet, year-after-year, trouble-free operation is assured.

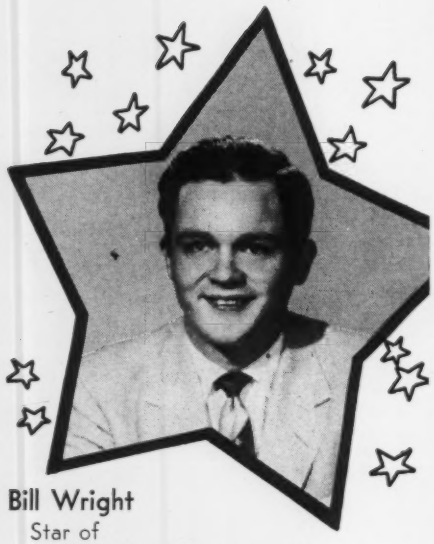
For further information, consult your customary source for television station equipment or inquire direct.

EASTMAN KODAK COMPANY
Motion Picture Film Department
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.



Bill Wright
Star of
"Wright with Records"
2 to 2:45 p.m. Monday-Friday

Stars Sell on Alabama's greatest radio station

WAPI
Birmingham

According to the ratings, Bill Wright is right at the top among Birmingham's TV personalities. Now he is back on radio where, back in 1948, he got his start to stardom. On this new show of his, Bill opens with a specially written theme song and continues with selections he believes "most people want to hear" and, from the early response, Wright must be right!

You can SELL Your Products to Alabama folks

If you TELL them on programs they enjoy hearing

Represented by
John Blair & Co.
Southeastern Representative:
Harry Cummings

Mutual, Winchell Dickering

MUTUAL is reported to be close to completing a transaction under which Walter Winchell would be carried on the network on Sunday within the 6-7 p.m. EDT block, starting Sept. 11. Mr. Winchell ended a long-time association with ABC last June, at which time he claimed the network did not guarantee him sufficient protection against libel suits. A spokesman for NBC-TV denied that Mr. Winchell is set for a tv commentary news show on that network, but acknowledged that discussions had been carried on from time to time.

CBS-TV Gets 'Dream Match'

CBS-TV will telecast the $100,000 "dream match" horse race between Swaps and Nashua at Washington Park, Chicago, Aug. 30. (6-6:30 p.m. EDT). CBS-TV has arranged to telecast five races from Washington Park during the current season, with total purses of $540,000. Others: "The Princess Pat Stakes" ($100,000), last Saturday; "The American Derby" ($145,000), Aug. 20; "The Meadowland Handicap" ($50,000), Aug. 27; "The Washington Park Futurity" ($145,000), Sept. 3.

Mansfield Rejoins CBS-TV

IRVING MANSFIELD, a producer of radio and television programs for CBS from 1946 to 1954, during which time he created CBS-TV's *This Is Show Business* and the *Jane Froman Show*, has rejoined CBS-TV as a producer, effective today (Monday).

News Team Arrested

A NEWSMAN and a UP Movietone news cameraman were detained by Hong Kong police for an hour last Wednesday, made to give statements and the film they had shot was exposed and destroyed, the United Press reported. UP said newsman William Miao and photographer Marvin Farkas were taken into custody while interviewing and filming American businessman Arnold Kiehn, who was detained in a Hong Kong Kong hospital pending his deportation from the British crown colony.

Koop Talks to Air Force Assn.

THEODORE F. KOOP, news and public affairs director, CBS Washington, last Friday addressed the Air Force Assn. in San Francisco on "We Need to Know." Mr. Koop spoke on the need for complete, comprehensive and objective coverage from news media.

MBS Group Elects Seven

ELECTION of new members of the Mutual Affiliates Advisory Committee (metropolitan markets) was announced last week by Robert W. Carpenter, mutual director of station relations.

Elected were: Berton Sonis, general manager, WTIP Charleston, W. Va., District 1; Ed H. Dunbar, general manager, WBBQ Augusta, Ga., District 2; Charles L. Harris, general manager, WGRC Louisville, District 3; Tom E. Gibbens, general manager, WAFB Baton Rouge, District 4; Ralph J. McElroy, president, KWWL Waterloo, Iowa, District 5; Willard Deason, KVET Austin, Tex., District 6, and Thomas H. Anderson, KALL Salt Lake City, District 7.

WOKO Joins Mutual Network

ADDITION of WOKO Albany as an affiliate of MBS, effective Sept. 20, was announced last week by Robert W. Carpenter, MBS director of station relations. The station, which is owned by the Governor Dongan Broadcasting Corp., operates with 5 kw on 1460 kc. Col. James T. Healy is WOKO president and general manager.

WDSM-TV Joins NBC-TV

WDSM-TV Superior, Wis.-Duluth, Minn., has joined NBC-TV as a basic affiliate, Harry Bannister, NBC vice president in charge of station relations, announced last week. Actual date of NBC program transferral to WDSM-TV (ch. 6, 100 kw) from KDAL-TV Duluth, the network's present affiliate in the market, will be announced in the near future, Mr. Bannister said.

WMID Drops MBS Affiliation

PROGRAMMING conflicts at WMID Atlantic City, N. J., have prompted the station to drop its affiliation with MBS, David H. Freedman, general manager, announced last week. WMID has been an MBS affiliate since 1947, when it went on the air, and for four years it also has been affiliated with ABC.

KBON to Be ABC in Omaha

EFFECTIVE Aug. 21 KBON Omaha, Neb., will replace KOIL as the ABC network affiliate there. KBON is owned and operated by the Inland Broadcasting Co. President and general manager is Paul R. Fry.

NETWORK PEOPLE

Norman Frank, network program supervisor, CBS Radio, to NBC-TV as producer-director, *People at Home*, which premieres Aug. 22.

Bob Knousse, formerly on special radio assignment in Germany for U. S. government, to Columbia Pacific Radio Network-KNX Hollywood news bureau as news writer.

Robert J. Smith, formerly account executive, DuMont Television Network, and **John C. Rome,** formerly account supervisor, Leo Burnett Co., Chicago, appointed account executives, MBS.

MR. SMITH

MR. ROME

Arthur Settel, information consultant, CBS, promoted from lecturer to adjunct professor of journalism, Long Island U., Brooklyn, N. Y.

Judy Garland will make tv debut on premiere telecast of new *Ford Star Jubilee* on CBS-TV Sept. 24.

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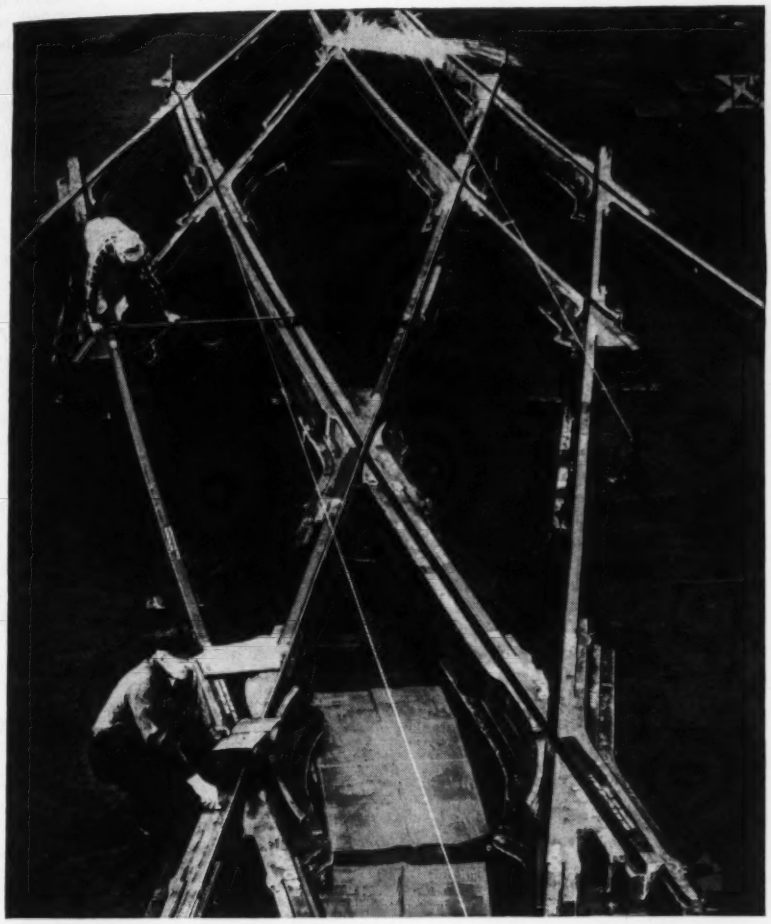

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FIRST OF 27 TESTIFY TODAY IN N. Y. ON RED INFLUENCE IN ENTERTAINMENT

House subcommittee reopens investigation begun in Hollywood of communist activities in radio-tv and other mass media. AFTRA passes rule that refusal to testify constitutes prejudicial conduct.

AT LEAST 27 persons in the radio-tv and other entertainment fields are scheduled to go before a congressional subcommittee in New York beginning today (Monday) to testify on alleged communist infiltration in the world of entertainment.

Hearings by a three-man subcommittee of the House Un-American Activities Committee open at 10 a.m. today at the U. S. Court House, Foley Square, and run through Friday. The House group is headed by Rep. Francis E. Walter (D-Pa.), chairman of the full committee, who says he will prove a lot of people in the entertainment field have been communists and have contributed heavily to Moscow's cause.

Meanwhile, the American Federation of Television & Radio Artists (AFL) announced last week that its membership has approved a rule which may result in union disciplinary charges against a member who declines to tell a congressional committee whether he is or ever has been a member of the Communist Party. The vote was 3,967 to 914 in favor of the rule.

The list of those subpoenaed by the Walter group includes actors, actresses, writers, producers, directors, singers, musicians and composers.

Rep. Walters said the New York hearings are a continuation of hearings held in Hollywood and that they should have the same results. He said some of those subpoenaed have been identified as party members as late as 1954 and 1955, but declined to name names. He said, "I expect we'll find that a lot of people in the entertainment business, who have been communists, have used large incomes they got from entertainment to further the communist cause." Committee sources said some of those under subpoena once were active in Hollywood and moved to New York to work in television and Broadway shows.

Last week also, Scripps-Howard newspapers were carrying a series of articles raising the question whether networks, advertising agencies and sponsors were "blacklisting" persons in entertainment who have been suspected of having communist associations (see story, this page).

The list of those subpoenaed last week (the committee said still others may be subpoenaed during the week of hearings) and dates for testimony:

Monday: Lou Polan, actor; Sarah Cunningham (Mrs. John Randolph), actress; John Randolph, actor; Irma Jurist, composer; George Keane, actor; Stanley Prager, actor-director; Joshua Shelley, actor.

Tuesday: Lee Hays, folk singer; George Tyne, actor; Elliott Sullivan, actor.

Wednesday: Madeline Lee (Mrs. Jack Guilford), actress; Sam Jaffe, actor ; Jerome Chodorov, writer; Albert Ottenheimer, radio-tv and screen actor; Theodore Saidenberg, musician.

Thursday: Harold Salemson, writer.

Friday: Ivan Black, advertising and publicity writer; Allen Chase, writer.

Others (no dates designated to testify): Jack Guilford, actor; Tony Kraber, actor-director; Peter Lawrence, producer-director; Allan Manson, actor; Zero Mostel, tv and stage comic; Peter Seeger, head of a singing group known as "The Weavers"; Martin Wolfson, actor; David Kanter, producer; Angers Wooley, writer.

Rep. Walters said his group's inquiry is not directed at the entertainment world itself, but "is concerned with only one problem—the extent to which the Communist Party is active in the entertainment media."

He predicted some witnesses will follow the party line and criticize the congressional subcommittee as a threat hanging over networks and Broadway producers. But he said he hoped others would admit past communist associations and give information to the House group.

The congressional cooperation rule upon which AFTRA membership approval was announced last week had been adopted unanimously by the AFTRA national board at its meeting in Seattle July 9-12, subject to ratification by the national membership. The rule is effective immediately, an AFTRA spokesman said, and notice is being sent to the membership.

Following is the full text of the rule:

"If any member of AFTRA is asked by a duly constituted committee of the Senate or House of Representatives of the United States, whether or not he is or ever has been a member of the Communist Party, and said member fails or refuses to answer the question, said member shall be subject to the charge that he is guilty of conduct prejudicial to the welfare of AFTRA. The accused may be investigated and the charges may be heard by the board of the local of which the accused is a member. The local board may, in its discretion, fine, censure, suspend, or expel the accused from membership, in accordance with the constitution and by-laws of the local, subject to such appeals as are provided in the local and national constitutions."

Have you reserved your space in B•T's Sept. 19 Radio Resurgence Issue?

Final deadline Sept. 9
Publication Date Sept. 19

WOLTMAN REPORTS INDUSTRY 'BLACKLIST'

A SERIES of daily articles by Frederick Woltman of the Scripps-Howard Newspapers was being published by S-H newspapers last week on the issue of communist infiltration of the broadcast industry and on the question of whether the industry maintains a "blacklist."

In his first article, Mr. Woltman claimed he found evidence that tv networks and advertising agencies keep separate, individual information files on past communist-front records of prospective artists and that they have special departments to handle them. He said "some files are hit-or-miss; others carefully systematized. There is virtually no collaboration among networks and agencies." No industry-wide "blacklist" is maintained, he said.

The writer also noted the tv industry "generally tries hard to be fair." Networks and agencies spend considerable time and effort in helping people clear their records "and making their disavowal of past red connections effective," he asserted.

But, Mr. Woltman wrote, "a few sponsors maintain a hard-and-fast rule against hiring anyone for their shows with any kind of a record, no matter how flimsy or unevaluated."

Mr. Woltman, whose articles were timed for publication in advance of the start of public hearings in New York today (Monday) on communist infiltration of tv, radio and the stage by a house Un-American Activities subcommittee (see story, this page), also wrote of the personal experience of Hume Cronyn, actor-director-producer of both Hollywood and New York.

According to the article, Mr. Cronyn said he had discovered by accident that he was not "clearable" as a tv actor by a number of agencies. Mr. Cronyn, the article continued, made the rounds of network and agency top executives. After learning details of the charges, Mr. Cronyn said he prepared a detailed brief from evidence he had gathered and which he claimed refuted the accusations. Mr. Cronyn was quoted as saying most tv executives "bent over backward to help me." He said these talks cleared him with most of the industry and that some doubting agencies since had given him offers.

Mr. Cronyn most recently appeared on tv in a 90-minute presentation of the broadway hit, "The Fourposter," on NBC-TV's *Producer's Showcase* [B•T, IN REVIEW, Aug. 1].

The second article said the "blacklisting" started during the Korean War when a housewife started a commotion against a tobacco company sponsor on the ground "you're putting Reds on television." Mr. Woltman said Procter & Gamble found it necessary to mimeograph replies to a flood of complaints; retail outlets were picketed and products boycotted.

He said one network estimated it spent "several hundred thousand dollars to get off the hook." General Foods, he said, cancelled a 1950 *Henry Aldrich* broadcast on NBC-TV and took up a 13-month, $65,000 contract with actress Jean Muir. Miss Muir testified to the House Un-American Activities Committee in 1953 that she had never been a communist, but had lent her name unwittingly to some organizations that were said to be Red-front groups.

He said Borden, Kraft, DuPont, the large soap and tobacco companies and institutional advertisers like U. S. Steel and Alcoa were "hard hit." The pressure also became an acute problem to agencies like BBDO, J. Walter Thompson Co. and Young & Rubicam, he said.

Mr. Woltman's third article said a large supermarket operator had spent $50,000 in a crusade against Red penetration of tv, assisted

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by veterans organizations. He described the organization of AWARE Inc., and its stated purpose of "combating communism in entertainment." AFTRA's New York chapter has voted to condemn AWARE for alleged "blacklisting" activities [B•T, July 11].

The Scripps-Howard writer said AWARE's technical advisor, Vincent Hartnett, conducts a "private business on the side" advising sponsors, agencies "and occasionally networks on Red affiliations of anyone connected with tv," charging fees of up to $20 on each person.

Miami Initial Decision Challenged by ACLU

THE Miami ch. 7 initial decision was assailed by the American Civil Liberties Union last week "because of the blow it strikes at the principle of diversity."

The Miami case was heard in oral argument before the FCC *en banc* a few months ago [B•T, May 9]. At issue was the initial decision by Chief Hearing Examiner James D. Cunningham favoring Biscayne Television Corp. over the competing bids of East Coast Television Corp., South Florida Television Corp. and Sunbeam Television Corp. [B•T, Feb. 28, Jan. 24].

Biscayne represents a merger of Cox and Knight newspaper-radio interests and a minority holding of Niles Trammell, former NBC president. The Cox group owns WIOD Miami; Knight has WQAM there. South Florida includes former FCC Chairman James Lawrence Fly.

Losing applicants averred that the merger of dominant newspaper and radio interests, and Mr. Trammell's continuing consultancy contract with NBC, violates Commission policy to favor diversification of mass media in comparative cases. Biscayne defended the examiner's conclusion that newspaper interests should not be penalized when found superior in other areas such as past performance. Biscayne claimed that Mr. Trammell's agreement with NBC was the usual manner of rewarding long service by a top executive and could be terminated by him at any time.

ACLU's comment was contained in a letter by its executive director, Patrick Murphy Malin, sent July 26 to FCC Chairman George C. McConnaughey and made public in New York last Wednesday.

Mr. Malin said that if the hearing examiner's proposal was established as precedent, "it would necessarily result in preventing new radio-tv operators from obtaining a license whenever a competitor has had substantial experience."

Such a precedent, Mr. Malin asserted, would lead to a "dangerous monopolistic threat, if adopted without qualification by the FCC," and the result would be to bar new enterprises from the field wherever there existed a competing application of someone with experience. "Broadcasting would tend to become concentrated in the hands of a few persons," he said, adding that ACLU was certain this would be a situation the FCC "desires to avoid as much as we . . ."

In presenting its comments, ACLU urged the FCC to encourage diversity in ownership, suggesting that (1) in cities where several channels are available, some should go to local people, and (2) consideration be given to newspaper ownership of stations in an area where channels are open. Of the latter, ACLU, which said it had no interest in the competing applicants for Miami ch. 7 but was bringing its views forward because of the possible effects of the initial decision, said "while newspaper ownership *per se* should not be a bar to ownership of a tv station . . . in the interest of diversity it would be helpful to consider carefully the type of ownership of the applicants for the other available channels."

HOWREY RESIGNS AS FTC CHAIRMAN

THE resignation from the Federal Trade Commission of Chairman Edward F. Howrey was announced last week by the White House. The announcement said that President Eisenhower will appoint former South Dakota Gov. Sigurd Anderson (R) to fill Mr. Howrey's unexpired term, which runs to Sept. 26, 1959. Mr. Anderson, however, will not succeed to the post of chairman; that position will be filled by John W. Gwynne, a member of the commission since 1953.

Mr. Howrey, a Virginia Republican, was appointed to the FTC by President Eisenhower March 23, 1953. In his letter of resignation, dated Aug. 5, Mr. Howrey said that he felt his job was done; that the reforms he intended to institute "largely have been accomplished." The Commission's docket, Mr. Howrey said, "is up to date for the first time in almost 40 years." Mr. Howrey will continue on the commission until Mr. Anderson is formally appointed and sworn in as a commission member. A Washington lawyer, Mr. Howrey is expected to return to law practice there.

President Eisenhower, who accepted the resignation "most reluctantly," pointed to Mr. Howrey's record on the commission as "convincing evidence that you have served the republic and the people well."

Mr. Anderson, 51, was South Dakota governor from 1951-1954 and previously served as state's attorney for Day County, S. D., state assistant attorney general and attorney general.

Ticket Suspensions Urged in KEAR Case

THE FCC last week received proposed findings by its counsel recommending that licenses of two transmitter engineers of KEAR San Mateo, Calif., be suspended for alleged tampering with equipment at the time of a strike.

The labor case is the second of its kind currently under FCC consideration. The other involves three transmitter engineers of KPIX (TV) San Francisco, who have been charged by KPIX with damaging and interfering with transmitting equipment in an effort to delay the station from returning to the air, also at the time of a strike [B•T, Aug. 8].

These cases are considered precedent makers. Up to now it has not been firmly established exactly how the words "damage" and "interference" as quoted in the Communications Act and FCC Rules, respectively, apply to situations of this type. Another issue involved is the extent of the Commission's jurisdiction in such cases.

FCC counsel, in submitting its findings in the KEAR matter, said the issue at hand was whether willful or malicious acts were committed which interfered with radio communications. The fact a strike was taking place is not important in determining this, it was stated.

Although admitting the record is filled with

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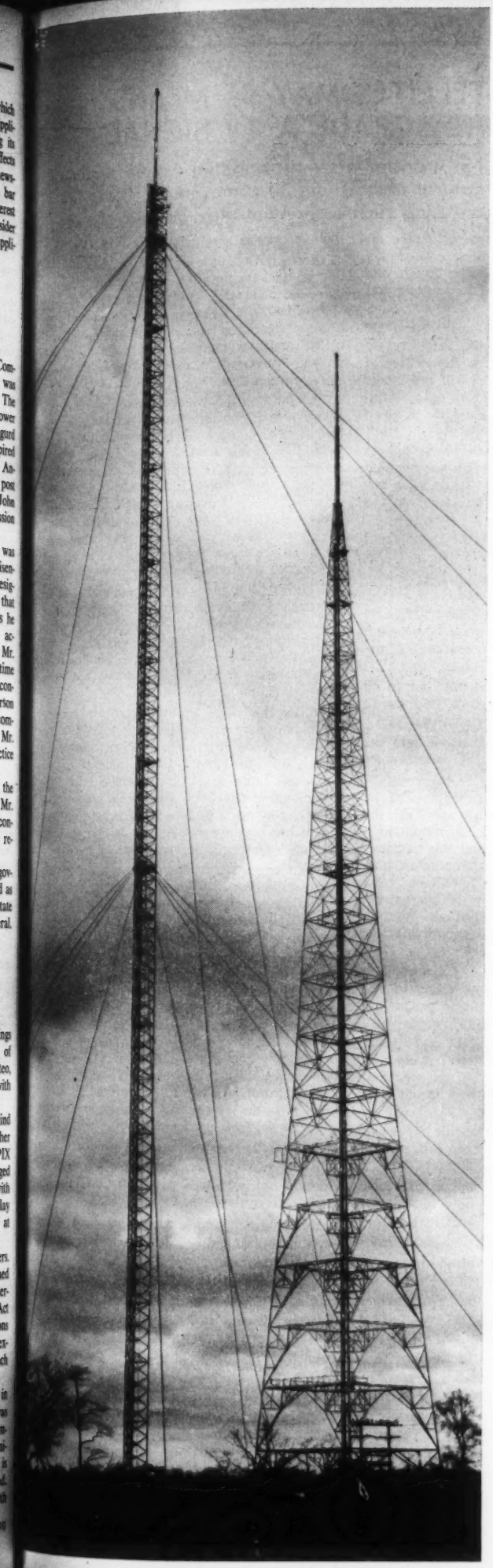

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contradictory testimony, the FCC counsel recommended that the original suspension orders be confirmed, but reduced from 60 days to 30 days.

The suspensions were ordered last February as a result of the alleged tampering which took place the morning of Oct. 5, 1954, first day of the strike. Following a request for hearings the suspensions were held up pending the outcome of the hearings before Hearing Examiner J. D. Bond in May.

The two KEAR engineers cited in the charges are Howard A. Chamberlin and Fred P. Muller. Both claimed they did nothing in the course of shutting down the transmitter which in any way was a departure from normal procedure. Mr. Chamberlin admitted, however, that he put a different lock on the gate which forced Stephen A. Cisler, KEAR owner, to seek access to the transmitter by going through the barbed wire fence. This was described as a "thoughtless" act, but not malicious with intent to interfere.

The KEAR engineers further stated that the testimony of Mr. Cisler and Paul S. Farrelle, technical director, is contradictory on "almost every material point" and therefore the charges have not been sustained, they said. Contradictory testimony cited by the engineers included Mr. Cisler's statements as to the size of the fence, the time Mr. Cisler entered the transmitting room, when the crystal heaters were turned on and the observations of Messrs. Cisler and Farrelle as to the misadjustment of two of the phasing controls.

While the FCC counsel admitted that a large part of the evidence was in dispute, it found Messrs. Chamberlin and Muller responsible for the abnormal conditions that were found. Among these conditions were crystal heater ovens turned off, the exciter unit of the transmitter detuned and the phasing unit, required to keep the directional antennas in order, radically changed. Mr. Chamberlin was the sole person on duty at the time the station was taken off the air, it was testified. Mr. Muller, who also was present, admitted placing the grounding switches of the transmitter in positions which would prevent resumption of services until corrected, FCC counsel said, adding this was not part of the normal close-down procedure.

FCC counsel said the acts charged were not as substantial as had been indicated at the time FCC issued its suspension orders and recommended the suspensions be reduced from 60 to 30 days.

Pay-See, Commercial Video Are Compatible, Levey Says

THE PUBLIC is being falsely led by the major networks to believe that subscription tv and commercially sponsored tv are not compatible, Arthur Levey, president of Skiatron Electronics & Television Corp., which is one of the subscription tv systems seeking FCC approval, charged in a statement released to newsmen last week.

Mr. Levey claimed the networks were trying to "cloud the real issues with irresponsible statements," noting that Skiatron had asked FCC to telecast pay-tv program on channels not used by networks and over local stations not network-affiliated. There is room for both pay tv and subscription video, he averred, with toll tv strengthening the tv and entertainment industries in both quality of programs and in providing a "healthy economic base" for non-network-affiliated stations.

BOOSTERS, SATELLITES MAY BE MEANS FOR NATIONWIDE GRADE A TV SIGNAL

Adequate use of 'fill-in' transmitters may brighten up the shadow areas produced by natural obstructions in some areas. Possibility seen that FCC rules on using such equipment may be relaxed.

SOMEDAY tv operators are going to take off their hats to the loyal handful of station owners and equipment manufacturers who fought the good fight in 1955 in behalf of tv boosters and satellites.

It could be that when that happens, the FCC will be permitting boosters and satellites on the same basis it permits Citizens' Radio Service operation—a small town group will buy some approved equipment, have it set up on a mountain top and sit back to enjoy good, clear, clean tv pictures from a nearby big city.

No rule making. No applications. No lawyer and engineer fees. Just a card, filled out and sent into the FCC to notify it that another low powered, "fill-in" transmitter has gone on the air.

Could be that the whole U. S. may be covered with primary, Grade A tv signals then.

That's one prediction—albeit a long shot—by an informed engineer.

In its desire to help the little fellow—uhf and vhf—and especially to aid in the establishment of local outlets in smaller communities, the FCC has tried a number of schemes.

One that is percolating right now has to do with permitting uhf stations to use boosters to fill in shadow segments in service areas.

Comments, mostly favorable, came into the FCC last month [B•T, July 25]. No counter comments were filed at last week's deadline.

Uhf in mountainous terrain is plagued by gaps in coverage. These shadow areas are the result of some obstacle—like a mountain—coming between the receiver and the transmitter. As any thrice-bitten uhf operator now knows, transmissions in the 470-489 mc band travel like a light beam. They do not get behind mountains or down into valleys. Vhf on the other hand bends around mountains and dips into valleys.

Several months ago, the FCC got around to doing something about shadow areas in uhf service areas. It proposed a rule to permit uhf outlets to fill in their "white" areas with boosters.

A booster is an automatic low powered receiver-transmitter which picks up the signal of a mother station and retransmits it on the same frequency.

That this is a technically feasible means of eliminating shadow areas has been proved time and time again.

During the last two years, experiments have shown that this method not only can fill in shadow areas, but it can also be used to extend service to more distant points.

Among those who have performed tests with boosters are ch. 4 WSM-TV Nashville for the town of Lawrenceburg, 70 miles away; Adler Communications Labs for ch. 53 WATR-TV Waterbury, Conn., for the downtown area there; RCA for ch. 25 WJTV (TV) Jackson, Miss., for the river city of Vicksburg, 37 miles away, and ch. 6 KXLF-TV Butte, Mont., with Anaconda, Mont., 25 miles away.

A similar booster type operation was granted to Lambda-Pacific Engineering Co. at Coalinga, Calif., which picks up and retransmits Fresno's ch. 47 signal to the San Joaquin Valley community. Fresno is about 50 miles from Coalinga.

These were all true booster operations—that is, the retransmitted signal was sent out on the same channel as the mother station's.

However, there always has been lumped with booster operation a second method—the so-called satellite system. In this, a signal is picked up and converted to another frequency before being rebroadcast.

This was tested by Sylvania Electric Products Co. in Emporium, Pa., where the company has its tube division. Sylvania picked up ch. 6 WJAC-TV Johnstown, Pa., tv signals, 90-odd miles away, and retransmitted them into the valley on both chs. 22 and 82. And, in the course of this, discovering it had a shadow area, went one step further and installed a booster to accept the ch. 22 signals and rebroadcast them on the same frequency into the blanked out section behind a mountain promontory.

This satellite type of operation also is the principle used in the experiments going on at Manson, Wash., where a local group has set up a "translator" type of transceiver which takes the vhf signals from Spokane, 130 miles away, converts them to ch. 16 and sprays them down into the valley.

Notice that the Commission is thinking seriously about approving boosters provided they do not extend the service areas of mother stations. But throughout the comments on this proposal, more and more emphasis by those commenting has been placed on boosters or satellites to bring tv into areas where no good signal now exists—whether or not it fills in or extends a station's service area.

The Commission's lack of sympathy for satellites seems based on its fear that the large, big city stations will move out into the country to cover vast regional areas through a ring of satellite stations.

Notwithstanding this fear, the FCC did look with favor on a type of satellite operation last year. It authorized applications and grants for allocated frequencies in smaller communities with no requirement that local programs be originated. This was on the hope that a low power, low cost outlet fed from a mother station would bring tv to smaller cities, and might, in the future, grow up to become a full fledged local tv outlet (local programs as well as network or big city programs).

To broadcasters, no matter what identification the FCC put on it, this meant satellites. Perhaps not in its true sense, but certainly close enough to it.

By whatever name, there has been a rush for this sort of station. It is even now reaching bigger proportions.

The station which has gone most heavily into this type of operation is ch. 29 KIMA-TV Yakima, Wash. It has two satellites—ch. 19 KEPR-TV Pasco, Wash., and ch. 3 KLEW-TV Lewiston, Idaho. It also has a satellite grant for ch. 8 in Ephrata, Wash., but this was protested by KSEM Moses Lake and the grant was stayed pending a hearing. KSEM is trying to get ch. 8 moved into the Moses Lake area. And KIMA-TV has pending an application for a satellite for ch. 8 in Walla Walla, Wash.

Another big city station which has leapt at

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Note: According to a study of SRDS use made by National Analysts, Inc., 83% of all account men interviewed have SRDS available at meetings in clients' offices.

the chance to bring its signals to outlying districts is ch. 9 KGMB-TV Honolulu. It has two satellites—ch. 9 KHBC-TV Hilo and ch. 3 KMAU (TV) Wailuku.

Other satellite operations are those of ch. 12 KPAR-TV Sweetwater, Tex., owned and to be programmed from ch. 13 KDUB-TV Lubbock, Tex., and ch. 10 KSTF (TV) Scottsbluff, Neb., owned and to be programmed from ch. 5 KFBC-TV Cheyenne, Wyo., and ch. 3 KDLO-TV Florence, S. D., owned and to be programmed from ch. 11 KELO-TV Sioux Falls, S. D.

Down in Texas, the first quasi-satellite is ch. 9 KTRE-TV Lufkin which will receive network programs from ch. 2 KPRC-TV Houston. There is no ownership connection between the two stations.

Of the outstanding satellite grants, only KEPR-TV, KHBC-TV, KMAU and KSTF are on the air; the remainder are scheduled for operation soon.

The city of Elmira, N. Y., is being sought assiduously by two big city stations as a satellite appendage to their own operations. Ch. 3 WSYR-TV Syracuse and ch. 12 WNBF-TV Binghamton, N. Y., have both filed applications with the FCC for ch. 18 in Elmira. The Binghamton station is owned by ch. 6 WFIL-TV Philadelphia.

Pending plans call for similar mother-slave station operations by ch. 4 WAPA-TV San Juan for ch. 3 in Mayaguez, P. R.; by ch. 6 KXLF-TV Butte, Mont., for ch. 2 Anaconda, ch. 22 Bozeman, and ch. 10 or 12 Helena, all in Montana; by ch. 13 KHOL-TV Kearney, Neb., for ch. 6 Hayes City, Neb., and by ch. 6 WFIL-TV Philadelphia for ch. 15 WLBR-TV Lebanon, Pa.

There's even an application before the FCC for the establishment of three translator-boosters at Clarkston, Wash., to feed Spokane vhf signals to not only that town but also its sister Snake River community Lewiston, Idaho.

This has been protested—by the Lewiston community television operator who claimed that this would do him harm, as well as put into a quandary the plans for operating the KLEW-TV satellite there. Although the FCC hasn't done anything on this objection yet, it does serve to point up one implication:

If boosters and satellites grow, can the nearly 400 community television systems survive. This is the subject of great debate right now within the wired antenna service industry.

One thing may be assumed: A full-flowered national booster and satellite system cannot co-exist with community tv operations. One or the other must be supreme.

Examiner Favors WORZ For Orlando Ch. 9 Grant

WORZ Orlando, Fla., last week was recommended for ch. 9 there, in a hearing examiner's initial decision, because of integration of local ownership with management and because, according to the examiner, it has rendered a better service to Orlando than the competing applicant. In submitting his decision Examiner Basil P. Cooper denied the application of Mid-Florida Television Corp., which owns WLOF Orlando.

The decision favored WORZ because its owners are local residents, whereas the owners of Mid-Florida reside in the Washington, D. C., area.

WORZ also was found superior for the number and location of its studios, technical proposals and the fact its studio building is presently in existence.

Examiner Cooper found that the programs of WLOF were interrupted an excessive number of times for commercial spot announcements. He said since the Mid-Florida principals acquired WLOF the number of commercial spots has increased.

Examiner Cooper also charged that the secretary of Mid-Florida attempted to deceive the Commission by submitting a letter purportedly signed by the secretary of the Orange County Bar Assn. calling attention to disbarment proceedings against William O. Murrell Sr., an owner of WORZ at the time of its original tv application but who later sold his interest. The secretary of the bar association later testified that he knew nothing about the letter.

An added issue was raised by Mid-Florida that Mr. Murrell Sr. still exerts control over WORZ. Examiner Cooper said the facts support "in a most authoritative manner" that although the present owners of WORZ respect Mr. Murrell's views and judgment it is they who run the station.

Examiner Would Deny Am Bid in Price, Utah

HEARING Examiner Elizabeth C. Smith last week issued an initial decision proposing denial of an application by George G. Platis and Robert E. Hawley for an am station to operate in Price, Utah, on 1490 kc, 250 w, unlimited hours. The denial was advocated because of alleged misrepresentation regarding finances on the part of the applicants.

Examiner Smith found that allegations about the financial integrity of the men doing business as the Carbon Emery Broadcasting Co., were true. The applicants had stated in their applications that among other funds they had $8,500 on deposit in a bank in a partnership account. Miss Smith found that only $55 actually was on deposit in this account.

In her analysis of the decision the examiner also said, "The original application recites that enumerated portions thereof were prepared by Luke G. Pappas (an attorney) of Price; but Mr. Platis testified at the hearing that he prepared the entire application himself, 'from beginning to end, except the engineering,' including the form for the partners' affidavits."

On Sept. 16, 1953, Carbon Emery's application for a new am to operate on 1340 kc with 250 w, unlimited, was protested, by Uintah Broadcasting & Television Co. (KJAM) Vernal, Utah, on grounds of signal interference. The effective date of the grant was postponed pending hearing. The application was later amended to specify 1490 kc and was removed from hearing.

The present decision did not state who had questioned the financial qualifications of Carbon Emery, but it was a source outside the Commission. There are no penalties involved other than denial of the application.

Quarles Gets Air Post

DONALD A. QUARLES, 61, former vice president of Bell Telephone Labs and current Assistant Secretary of Defense for research and development, was appointed Secretary of the Air Force Thursday by President Eisenhower. He was given a recess appointment subject to Senate confirmation at the next session.

Mr. Quarles succeeds Harold Talbott, whose resignation became effective Saturday after a controversial Congressional inquiry into his private business transactions while holding office. Mr. Quarles is considered a top authority on guided missiles and satellites.

WENS (TV) Asks Stay Of WWSW Inc. Tv Grant

Uhf in Pittsburgh appeals to court for order to make FCC rescind ch. 11 grant and give it a comparative hearing with the grantee.

WENS (TV) Pittsburgh last week asked the U. S. Court of Appeals to stay the grant of Pittsburgh's ch. 11 to WWSW Inc.

The ch. 16 station also asked the court to order the FCC to rescind the ch. 11 grant and order the Commission to give it a comparative hearing with WWSW Inc.

Pittsburgh's ch. 11 was granted to WWSW Inc. following a merger agreement with Pittsburgh Radio Supply House [B•T, July 25]. Each will own 50% of the tv station, with WWSW Inc. relinquishing its am and fm station to its parent company, *Pittsburgh Post-Gazette*, and Pittsburgh Radio Supply House disposing of its WJAS in that city.

As soon as the merger agreement became known, WENS filed an application to change from ch. 16 to ch. 11. This was dismissed by the FCC on the ground that an application cannot be filed for a facility after a hearing has begun. Both WWSW and WJAS went through a hearing and had filed competing proposed findings before the merger was agreed upon and WJAS agreed to drop out.

WENS claimed that the merger made the remaining applicant a new applicant and thus not entitled to the "umbrella" protection of the FCC rules. It also charged that questions of multiple ownership and trafficking in licenses were involved in the ch. 11 grant. WENS said it had lost in excess of $400,000 since beginning operations in August 1953. If the Pittsburgh ch. 11 station goes on the air, WENS said, it would lose not only its CBS affiliation, but ABC also. This would doom it, it said.

House Group Requests Data On Federal News Policies

A HOUSE Government Operations subcommittee last week sent a 5½-page questionnaire to 60 federal executive and independent agencies asking them to explain their policies and practices in making information available to radio-tv, other media, and Congress.

The subcommittee, headed by Rep. John E. Moss Jr. (D-Calif.), asked for replies by Sept. 15. It was understood hearings probably would be held in November.

The House subcommittee's organization was announced earlier this summer [B•T, July 11] after repeated charges that the Eisenhower Administration has withheld information from the public. Among those who have made charges that information is being kept secret is James Russell Wiggins, executive editor of The Washington *Post & Times Herald* (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.), and chairman of the American Society of Newspaper Editors' Freedom of Information Committee. The list contains 80 questions.

Other members of the subcommittee are Reps. Dante Fascell (D-Fla.), Clare E. Hoffman (R-Mich.) and William L. Dawson (D-Ill.) (*ex-officio*), chairman of the full House Government Operations Committee.

GOING PLACES *down on the farm with Cities Service...*

The mechanized farm equipment, vehicles, and heating units that make life easier for America's farm families... all depend heavily on Cities Service quality petroleum products.

CITIES SERVICE
A Growth Company

Number 12 of a series

Triangle Seeks Ch. 18 At Elmira as Satellite

TRIANGLE Publications Inc. last week applied to the FCC for ch. 18 at Elmira, N. Y., to be used as a satellite of WNBF-TV Binghamton. The application competes with that of WSYR-TV Syracuse which last month applied for the same assignment for satellite operation [B•T, July 25].

Triangle noted Elmira is in WNBF-TV's Grade A coverage area, but that service is denied because of topographical conditions. The company said it plans to spend about $142,000 in construction, with first year operating costs estimated at about $65,000. Transmitter and antenna of the proposed satellite will be RCA, Triangle said, with the antenna mounted on a 300-ft. tower.

In addition to WNBF-AM-TV, Triangle owns WFIL-AM-TV Philadelphia and WHGB Harrisburg, Pa., and has pending before the FCC purchase of ch. 15 Lebanon, Pa., which it plans to use as a satellite of WFIL-TV. Following objections to this sale by ch. 55 WHP-TV and ch. 27 WCMB-TV Harrisburg, the FCC sent WFIL-TV a McFarland letter indicating the purchase could not be approved without a hearing. Triangle, whose net worth was listed as $25 million, was reported two weeks ago negotiating for the purchase of WFBG-AM-TV Altoona, Pa., for an aggregate $3.6 million [B•T, Aug. 8]. Triangle officials met in Philadelphia last Thursday to discuss the transaction. Howard E. Stark is broker.

The company also publishes the *Philadelphia Inquirer, Tv Guide, Seventeen Magazine, Official Detective, Morning Telegraph* and the *Daily Racing Form.*

Newhouse-controlled WSYR-AM-TV owns WTPA (TV) Harrisburg, 50% of KOIN-AM-TV Portland, Ore., and 23% of KWK-AM-TV St. Louis, and publishes the Syracuse *Post-Standard* and other papers.

Robersons, Page Seek Control of WITN (TV)

FOUR MEMBERS of the Roberson family and William S. Page last week filed an application with the FCC for permission to buy 50.7% of the stock of WITN (TV) Washington, N. C., for $121,840. The sale will bring the Roberson holdings in the station to 67.82%.

Construction of the ch. 7 station is expected to be completed about Sept. 26.

Sellers are H. W. Anderson and R. M. Fountain, who each own 25.3% of the station.

Purchasers are: W. R. Roberson Sr.; W. R. Roberson Jr.; J. P. Roberson, Mrs. Hannah R. Bagwell, nee Roberson. The Robersons also own WRRF Washington, N. C., and Mr. Page owns 80% of WELS Kinston, N. C.

Two other WITN stockholders are Rosa W. Roberson and T. H. Patterson (also a member of the Roberson family).

Current assets of the station were listed as $193,835 and the total assets $236,059. A deficit of $3,940 also was shown.

WLBE Asks For Tv Channel

WLBE Leesburg, Fla., last week asked the FCC to switch Jacksonville's ch. 7, reserved for educational use, to Leesburg for commercial utilization.

The petition stated such a switch would meet co-channel and adjacent channel separation requirements and also would make ch. 8 available to Brunswick, Ga. WLBE said it would apply for ch. 7 as soon as the switch was authorized and added that it has been in contact with a Brunswick group which would apply for ch. 8 if assigned there. The petition noted that a vhf assignment is not available to either Leesburg or Brunswick.

Losers File Exceptions In Indianapolis Contest

EXCEPTIONS to the initial decision that favored grant of ch. 13 at Indianapolis to Mid-West T. V. Corp were submitted to the FCC last week by the three losing applicants plus the Broadcast Bureau [B•T, June 13]. Chief issue raised was that Examiner Basil P. Cooper had stricken from the record about 100 pages of testimony which was said to involve banker George Sadlier, president of Mid-West, and allegations concerning violations of federal and state income tax laws.

Applicants denied in Examiner Cooper's decision were Crosley Broadcasting Corp., WIBC and WIRE, both in Indianapolis. Mid-West is owned by local business and professional men, with Mr. Sadlier principal owner.

Both Crosley and WIBC asked for oral argument and the Broadcast Bureau added that this was desired if requested by the parties to the proceeding.

In addition to its charge about the stricken record, the Broadcast Bureau also took exception to the inclusion of the past business practices of the *Indianapolis Star* and *News*, owned by WIRE, as a factor in considering "concentration of media for the mass dissemination of news."

Crosley said the stricken record showed that Mr. Sadlier failed to file federal and state income tax returns between 1941 and 1946. Crosley added that Mid-West cannot be relied upon to carry through its proposals because its plans are immature and unrealistic, it lacks experience and it has inadequate facilities and staff.

Midwest Tv Relays Granted

PERMITS were granted by the FCC last week to the AT&T (Long Lines Dept.) to add frequencies and transmitters for tv service between Kansas City and Dallas, and from Des Moines to Ottumwa, Iowa.

In the Kansas City-Dallas relay, 19 permits were granted to provide for two additional relay channels between the two cities. At Des Moines, a transmitter and frequency were granted for extension of tv network service to Ottumwa. Two microwave relay stations will be installed at Knoxville, Iowa, to extend the link to Ottumwa.

WNDU-TV Asks Station Move

WNDU-TV Notre Dame, Ind., last week applied to the FCC to change its station location to South Bend and permit its main studios to remain in Notre Dame. WNDU-TV said the move would bring it in conformity with its companion am station, WNDU (formerly WHOT), which is a South Bend outlet with main studios at Notre Dame. The change further would identify WNDU-TV with its principal community for which ch. 46 was specified in the Table of Allocations, the station said.

KSWS-TV Tower Bid Gets FCC Approval

KSWS-TV Roswell, N. M., ch. 8, last week was granted final FCC permission to replace its 790-ft. tower with one 1,610 ft. high and change the location from 8.6 miles outside Roswell to a site 43 miles east of the city. Present height of the tower including antenna is 900 ft. above average terrain; the new height will be 1,786 ft. above average terrain.

No formal objections were filed with the Commission regarding the initial decision of Hearing Examiner Hugh B. Hutchison favoring the height increase and location change [B•T, July 4]. The initial decision, given on June 28 and effective Aug. 8, ended a long hearing.

The Air Force, nominally against tall towers, favored the change of site because the present tower's proximity to Walker Air Force Base makes night flight maneuvers hazardous [B•T, Aug. 1]. The Airplane Owners & Pilots Assn. and the Air Transport Assn. made informal complaints objecting to the erection of any new towers over 1,000 ft., but filed no formal dissent since the Air Force had favored the action in the interest of national defense.

An increase in visual ERP from 115 kw to 160 kw was also granted.

Ike's Tv News Conference Lauded by College Teacher

TELECASTING of President Eisenhower's news conferences "can hardly be overestimated" in importance, Dr. James E. Pollard, of Ohio State U., wrote in the summer issue of *Journalism Quarterly*. Second major development in the President's press relations, he wrote, was "the increasing use of the direct quotation."

The conference "as never before . . . was becoming a picture window through which the public could see the President," giving the U. S. public an advantage unequaled anywhere in the world, he added.

Dr. Pollard wrote that while "it was made clear only occasional news conferences would be . . . filmed and recorded, the important thing was that the precedent was set." This statement apparently was written many months ago, all conferences since the first telecast last Jan. 19 having been covered by radio and tv. While Dr. Pollard writes that when a telecasting policy under proper safeguards was suggested early in the Administration, the reply was that it would not be in the public interest. News Secretary James C. Hagerty stated at his first session with White House reporters in 1953 that tv coverage was envisioned and would be arranged as soon as plans could be made [B•T, Jan. 26, 1953].

Shapp Urges Community Tv

BOOST for community tv systems was made by Milton J. Shapp, president of Jerrold Electronics Corp., Philadelphia, in a letter last week to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee.

Mr. Shapp's letter was prompted, he said, by a communication from Sen. Magnuson to FCC Chairman George C. McConnaughey last June asking that means be found to extend tv to fringe areas and small communities.

Community tv systems can accomplish Sen. Magnuson's purpose, Mr. Shapp said, because they offer quality and variety of signals. Problems of re-radiators are technical and economic, Mr. Shapp said.

Anaconda Aluminum Company Reduction Plant at Columbia Falls, Montana. This plant... scheduled to begin production by July 1st... will supply aluminum needs of Anaconda Wire & Cable Company, The American Brass Company and independent fabricators.

Anaconda

is making news in

Aluminum

The newest news about aluminum can be set down in a single sentence:

Anaconda is entering the aluminum business as the fourth U. S. primary producer—is intent on giving American industry the same high-quality products in the field of aluminum as it has done traditionally with copper, brass and bronze.

Illustrated above is the Anaconda Aluminum Company's reduction plant under construction at Columbia Falls, Montana. It is of the most modern design, incorporates the most advanced production techniques, and will have an annual capacity of 120,000,000 pounds of aluminum per year. It is scheduled to begin production July 1st, and will supply metal not only to Anaconda's own fabricating plants, but to others as well.

Meanwhile, at near-by Great Falls, Montana, a new and completely automatic rod-rolling mill—the most up-to-date in the country—will be supplying rod to Anaconda Wire & Cable Company's wire drawing and cable stranding mills.

Across the country at Terre Haute, Indiana, another Anaconda subsidiary, The American Brass Company, is building an integrated fabricating plant which will process aluminum and its alloys into sheet, rod, seamless tube, and extrusions for a host of industrial uses.

55237-A

ANACONDA

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
Greene Cananea Copper Company
Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

NOVIK ELECTED WOV PRESIDENT

Radio-tv consultant buys controlling interest in New York bilingual station from Richard E. O'Dea, 31-year veteran of broadcasting industry, for over $150,000.

M. S. NOVIK, radio-tv consultant, was elected president of WOV New York last Monday following his acquisition of controlling interest in the station from Richard E. O'Dea, whom he succeeds in the presidency. General Manager Ralph N. Weil and Programming Vice President Arnold Hartley, minority stockholders, were re-elected executive vice president and programming vice president, respectively.

Mr. Novik purchased the 70% interest held by Mr. O'Dea for $150,000 plus [B•T, Aug. 8, July 11]. In a brief ceremony attended by key figures of the bilingual WOV on Monday, Mr. O'Dea paid tribute to the staff and to Messrs. Weil and Hartley, and Mr. Novik, endorsing the tribute, said no management changes are contemplated.

"It is a pleasure to join Ralph Weil and Arnold Hartley in the operation of WOV," Mr. Novik said. "There is little that can be done to improve its prestige and programs both here and in Rome. We will maintain the same high standards which have made WOV the leading Italian language station in the U. S."

Mr. O'Dea, who is retiring for reasons of health, noted that he will continue as an advisor to the station for three years. "After 31 years it is with real regret that I leave the broadcasting business which I've seen grow from its very humble beginnings," he observed. "I am proud of the place WOV has made for itself in the industry and I feel confident that Mr. Novik, along with Messrs. Weil and Hartley, will carry on its excellent work for years to come."

M. S. NOVIK (c), newly elected president of WOV New York, takes over control of the bilingual independent from retiring head Richard E. O'Dea (r) while Ralph W. Weil, re-elected executive vice president, looks on.

WXEX-TV Goes on Air Amid WTVR (TV) Protests

CH. 8 WXEX-TV Petersburg, Va., will launch commercial operation today (Monday) affiliated with NBC and using maximum 316 kw power. It goes on the air amidst a protest by ch. 6 WTVR (TV) Richmond that it is improperly identifying itself as a Richmond station.

Official ceremonies dedicating WXEX-TV will take place tonight at 6 p.m., with honored guests including Gov. Thomas Stanley, the mayors of Petersburg and Richmond and an NBC executive.

WXEX-TV, represented nationally by Forjoe Tv Inc., has hourly rates of $750 for Class A time and $700 for network time, and $140 for a Class A minute spot. The Petersburg station reported that it will cover Richmond, central Virginia to Quantico, Norfolk-Newport News-Portsmouth and four North Carolina counties. Thomas G. Tinsley is president and Irving G. Abeioff is vice president and general manager.

The WTVR protest asked that before the FCC grants WXEX-TV authority for commercial operation, it first force an end to WXEX-TV's Richmond promotion or revoke the latter's permit. The petition was filed last Tuesday, however, the day after such authority was granted.

WTVR cited WXEX-TV promotion material which it said has either directly or indirectly caused it to lose part or all of the business of 30 national advertisers since July 1.

WTVR noted that Petersburg is 23 airline miles from Richmond and that WXEX-TV's transmitter is 12.8 miles from the nearest Richmond city limit.

One of the charges cited by WTVR is that the phone of WLEE Richmond, which owns 43% of WXEX-TV, is being answered, "WLEE, WXEX-TV." The Richmond station also stated that WXEX-TV's vice president, Mr. Abeloff, still resides in Richmond, contrary to WXEX-TV's representation that he would reside in Petersburg.

In brief reply to these charges, Mr. Tinsley said last week that "We do not propose to neglect Richmond or any other city or town in our area." He further declared that WTVR was using a government agency to try and stifle competition.

WTVR is affiliated with CBS and ABC.

Three W. Va. Radio Stations Form Miracle Valley Network

THREE West Virginia 1 kw daytime stations have joined in the formation of the Miracle Valley Radio Network, to serve the Mid-Ohio Valley, known locally as the "Miracle Valley" because of a concentration of chemical industries there. The member stations are WMOD Moundsville, WETZ New Martinsville and WCEF Parkersburg.

John T. Taylor, general manager of WMOD, is president of the new network; C. E. Franklin, owner of WCEF, is vice president, and Harry G. Bright, president-general manager of WETZ, is secretary-treasurer. Network headquarters will be at New Martinsville in the WETZ Building and mailing address is P.O. Box 391.

Base rates for the three stations will be $90 per hour and interconnected lines will be available for program use. National representative for the network is the Thomas F. Clark Co., New York.

KWIZ Business on Upgrade

KWIZ Santa Ana, Calif., increased its business 48% for the first six months of 1955 over '54, according to Hal Davis, general manager. Mr. Davis also pointed out that KWIZ enjoyed a 65% increase in business in 1954 over '53. Last year was the station's first of independent operation.

KOA 'Relieves' Searle In Policy Difference

DON SEARLE, executive vice president and general manager of KOA-AM-TV Denver, has been "relieved" of his duties at the stations, according to William Grant, president of Metropolitan Tv Co., licensee of the outlets. Mr. Grant, who said the action was the result of "differences of opinion concerning policy matters," assumed Mr. Searle's managerial responsibilities, effective Aug. 5.

In a statement, Mr. Grant said that Mr. Searle "has performed valuable services in launching our tv station and in operating our radio station. We regret that divergent points of view on policy cannot be reconciled but we still hope to have the benefit of Mr. Searle's extensive experience in the broadcasting industry in the role of consultant."

Mr. Searle's future plans in regard to the Denver stations were not known. He owns a minority interest in KOA-AM-TV (6% of KOA-TV) and is president of Town & Farm Radio Inc. (KMMJ Grand Island, Neb.; KIOA Des Moines, and Colby, Kan.).

Metropolitan bought KOA in September 1952 and on Christmas Eve 1953 KOA-TV went on the air in Denver on ch. 4. Mr. Grant, president of Metropolitan since its formation and acquisition of KOA, has been an attorney in Denver many years.

WCBS-TV Business on Upswing From July 15 Through Aug. 10

MORE business was booked by WCBS-TV New York, CBS owned station, from July 15 through Aug. 10 of this year than had been written on the station in both July and August of last year, the station reported last week.

Frank Shakespeare Jr., general sales manager, described business as having hit the peak usually felt in the last two weeks of August and referred to a statement he made last month that spot tv advertisers were buying earlier and starting schedules earlier—as much as 30 to 45 days ahead of past years. This, he thought may presage a departure from previous spot buying habits in the New York market.

"Activity has not been confined to special areas but includes program and announcement sales in both daytime and nighttime periods. If our experience is any signpost, the dollar expenditure in spot buying during the next six to nine months will surpass anything in the history of television," Mr. Shakespeare said.

Among the advertisers involved in the new business spurt: Duffy-Mott Inc. (Sunsweet prune juice), Bayuk Cigars Inc., Hudson Pulp & Paper Corp., Avon Products Inc., V. La Rosa & Sons Inc., Standard Milling (Hecker's flour).

Now 'Impactaculars'

WTOP Washington has entered the field of "spectaculars" and "extravaganzas" with a series of "impactaculars," the first of which made its debut over that station yesterday (Sunday). Yesterday's program (2-4 p.m.), a preview of the impactacular format, was a description of VJ Day, 1945, featuring the events leading up to and including the formal Japanese surrender aboard the U.S.S. Missouri.

Florida Citrus Commission, Toni Co. (Division of Gillette safety razor), New York District Ford Dealers Assn. Inc., Tea Bureau Inc.; Socony Vacuum Corp., Perkins Products Co. (Division of General Foods), Procter & Gamble Co. (Shasta), Philip Morris & Co. (Marlboro cigarettes), B. C. Remedy Co., Helene Curtis Industries Inc., B. T. Babbitt Inc., (Glim detergent) and Vick Chemical Co.

Brines to Direct Radio-Tv For Truth Publishing Co.

PAUL C. BRINES has been named director of broadcasting for Truth Publishing Co., Elkhart, Ind., according to John F. Dille Jr., president. Truth operates WSJV (TV) and WTRC - AM - FM Elkhart.

MR. BRINES

Mr. Brines was formerly with WIRL Peoria and previously assistant manager of WGN and WGN-TV Chicago. Before entering the broadcasting field Mr. Brines managed the B•T Chicago office.

Florida Citrus, Toni Buy CBS-TV 'Six Plan' Campaigns

FLORIDA CITRUS COMMISSION, through Benton & Bowles, and the Toni Co., division of The Gillette Co., through Weiss & Geller, Chicago, were announced last week as the first advertisers to buy into CBS-TV's new "Six Plan" on its four owned tv stations.

The outlets are WCBS-TV New York, WBBM-TV Chicago, WXIX (TV) Milwaukee, and KNXT (TV) Los Angeles. The new plan, designed to provide frequency at a medium budget on the four stations, was disclosed by Craig Lawrence, director of station administration of CBS-TV.

Mr. Lawrence said the new offer was an extension of CBS-TV's "12 plan," begun in 1952. That plan, Mr. Lawrence said, has aided in building large daytime spot and local revenue of the company-owned stations. The "Six Plan" permits an advertiser who uses six announcements weekly in time segments other than A or AA to earn a volume discount of 25%.

With the daytime audience of the stations constantly increasing, Mr. Lawrence said, the new plan permits "the frequency which results in large circulation at a low cost-per-thousand."

Advance Sales for KSBK

KSBK, the first English-language commercial station on Okinawa, has signed Pepsi-Cola, Sax Dept. Store, a local brewery, air line and restaurant among its first sponsors although its first broadcasts are not scheduled until Sept. 1, Pan American Broadcasting Co., the station's representative, announced last week. KSBK will operate on 880 kc with 500 w. Station programming will be slanted toward the sizable military population and the civilian population working with and for the military.

WGAR Fights Hearing Ban, Wins Right to Tape Record

RADIO scored another victory in its fight to gain equal access to public hearings when WGAR Cleveland succeeded in presuading Gov. Frank J. Lausche to reverse a ban he had imposed earlier on tape-recording at a public hearing on the proposed route of a north-south Ohio turnpike.

Tentative plans for the turnpike called for it to pass through Cleveland suburbs, WGAR reports, and the issue had caused considerable controversy. Gov. Lausche, supporting the position of Ohio Highway Director Samuel Linzell, came out unequivocally against the presence at the hearing of either radio or tv apparatus. Note taking, he said, would be allowed.

Carl E. George, WGAR general manager, in a telegram to the governor, reminded him of a bill passed by the Ohio General Assembly which stipulated that meetings of boards and commissions at state and local level were to be open to the public. Gov. Lausche had signed the bill into law. Mr. George said that as the intent of the legislature was to admit radio and tv to those meetings, Gov. Lausche's opposition to the media was untenable. State Sen. Charles Mosher of Oberlin, Ohio, sponsor of the amendment to the public hearing law applying it to local political bodies, said that if the law meant anything at all, radio-tv had a right to be there.

WGAR also was offered support, if needed,

THE
PREFERRED
STATION
FOR
NEWS . . .
WIBW-TV

. . . AND ALSO PREFERRED FOR SPORTS, WEATHER, AND FARM SERVICE by viewers in TopekAREA. This was proved by the Wham TV Study of the TopekAREA—a penetrating depth study of the viewing habits of this region, made during Jan.-Feb. 1955 by Dr. F. L. Wham of Kansas State College.

A call to your Capper man or Topeka will bring you this enlightening study without cost.

WIBW
SEE YOUR CAPPER MAN
Channel 13
V H F
The Kansas Three Point

CBS-
DUMONT-
ABC

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka,
KCKN in Kansas City
Rep: Capper Publications, Inc.

CO-SPONSORSHIP of *The Sheriff*, 15-minute children's show on WJNO-TV West Palm Beach, Fla., is taken on a five-times-a-week, 26-week basis by Anthony's Dept. Store and Alfar Creamery, both of West Palm Beach. L to r: Jerry DeJaco, president of DeJaco Agency, which handled the sale; Carl H. Anthony, president of the department store; Ted Eiland, WJNO-TV general manager; Gordon A. Nielsen, vice president of the creamery, and Bud Housner, sales manager, WJNO-TV.

from George Smallsreed, editor of the *Columbus Dispatch* and chairman of the Freedom of Information Committee of the Ohio Newspapers Assn., who also said that the hearing should be open to radio.

On the day of the hearing, WGAR and WRFD Worthington, Ohio (both owned by the Peoples Broadcasting Corp.), set up their recording equipment in the hearing room and waited. The governor arrived and announced that radio recording would be allowed as long as there would be no disturbance to the people who were to testify. In writing to the governor later, Charles Day, WGAR news director, said: "I hope we proved that our recording job could be done without any disruption of the proceedings."

Nine Major League Teams Favor Fee for Interviews

THE MAJORITY of major league teams favor payment of fees by stations for player interviews at the ball parks, on the basis of player representatives contacted in a survey by John Harrington, sports director of WBBM-AM-TV Chicago.

Mr. Harrington has been sounding out players on the issue ever since he launched a campaign two months ago. At that time he expressed concern over the practice by some teams of exacting a $50 fee for dugout interviews, claiming it discriminates against broadcast media.

According to the poll of representatives by Hugh Hill, WBBM special events director, at Chicago's Wrigley Field and Comiskey Park, seven major league teams are disposed to permit free interviews, while nine favor payment of fees to the players. It was understood the two leagues will vote on the matter at a joint meeting in October.

Those clubs favoring payments of fees are the Chicago Cubs, Milwaukee Braves, New York Giants and Cincinnati Reds in the National League, and the New York Yankees, Kansas City Ahtletics, Detroit Tigers, Boston Red Sox and Washington Senators in the American circuit. All demand $50 for each interview save the Washington Senators, who favor a $25 levy. Mr. Harrington charged the "nearest thing to front office interference" in the case of the Senators.

Concluded Mr. Harrington: "We fervently hoped that the issue will be settled one way or another at that time. . . . Either all players should be paid for ball park interviews or all should not. Let them be consistent about it. We say that all should not."

Birmingham, WILD Observe 'Radio Appreciation Day'

RADIO Appreciation Day was observed in Birmingham under auspices of WILD in connection with the 1,000th baseball broadcast of Gabby Bell, WILD sports announcer who covers the Barons of the Southern Assn. Over 10,000 persons visited the station during a day-long open house program that included drawings for prizes, according to George Sutherland, WILD general manager.

Mayor James W. Morgan, of Birmingham, issued a proclamation for Radio Appreciation Day and congratulated Mr. Bell for his sports reporting. Mr. Sutherland said the event will be observed annually.

Battison Buys KAVE Carlsbad

SALE of KAVE Carlsbad, N. M., including its permit for ch. 6 there, by Val Lawrence to John H. Battison, Washington consulting engineer and former manager of CHCT-TV Calgary, Alta., has been announced. Price of the 250 w 1240 kc station and tv grant was $150,000. Allen Kander was broker.

PAUL ANDERSON, world's champion weight lifter, lends a little of his muscle to break ground for the future home of WDUN Gainesville, Ga., with an assist from John W. Jacobs Jr., president and general manager of the station. Located at the site will be WDUN's office, studio and transmitter.

KTBC-TV Goes to 316 Kw

KTBC-TV Austin, Tex., on Aug. 7 went to maximum power of 316 kw, J. C. Kellam, general manager of the station, announced last week. The installation was handled by RCA Service Co. and KTBC-TV engineers under the direction of Benton Hearn, the station's chief engineer. According to Mr. Kellam, KTBC-TV, effective with the power increase, is serving 128, 981 sets in its 25-county coverage area. KTBC-TV is on ch. 7 and is affiliated with the four tv networks.

The Sum is KHJ's Undoing

KHJ Los Angeles lost an advertiser for the month of July because the client couldn't keep up with the leads obtained in June from sponsoring four 15-minute broadcasts over that station. The client, Acousticon hearing aids, placed through Atherton Adv., Los Angeles, four Cedric Foster newscasts (12:15-12:30 p.m.) at a rate of $135 per broadcast. A total of 1,006 inquiries resulted from the broadcasts, or a cost-per-lead of 54 cents. Previous to KHJ sponsorship, the agency said, cost-per-lead ran between $6 and $7. In informing the station that there would be no July budget for Acousticon, the agency pointed out that Acousticon was "snowed under" by the avalanche of telephone and mail leads, and the only way to insure a letup was to discontinue sponsorship for a month. "We are sorry that this success works to your temporary disadvantage," the announcement said, "but with the record you have racked up, we'll be back again and again and again. . . ."

SKYLINE GROUP DISCOUNTS stretch advertisers' dollars

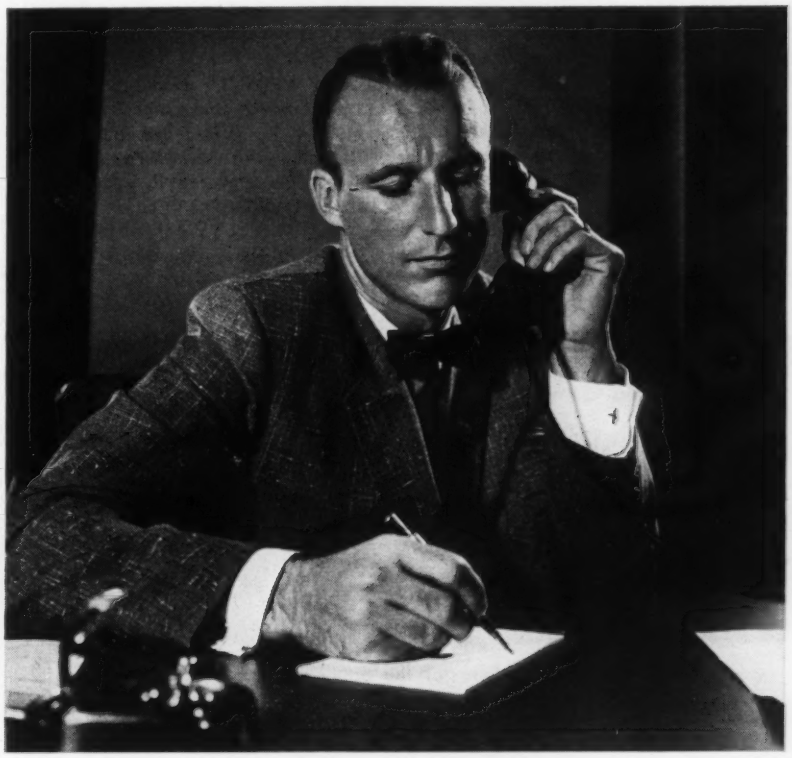
KDYL-KTVT
KLZ AM-TV
KOB AM-TV

SKYLINE GROUP, RADIO-TV
Covering the Uranium Triangle—Colorado, Utah, New Mexico

J. I. MEYERSON, 3432 RCA BLDG. N. Y.
THE KATZ AGENCY · BRANHAM CO.

Don Nielsen

That old black magic paved the way for sixty million cars



"EVER notice how the success of one product will often create a demand for another?

"Back around the turn of the century, for instance, Union Oil couldn't sell much gasoline because there were only 4100 or so cars in the country and no good roads. We did most of our business in kerosene and fuel oils.

"It soon became apparent that if we were to sell more gasoline there'd have to be more and safer roads.

"Fortunately, Union has always had

a large supply of crude oils ideal for making asphalt. So we started producing a simple product you could pour right on the road.

"That old black magic took the motorist out of the mud and paved the way for 60,000,000 cars.

"Today, we're one of the largest producers of asphalt on the West Coast. We maintain plants and storage facilities in seven cities and make over eighty different grades.

"Today, too, you enjoy thousands of miles of good roads. And asphalt covers 86% of them.

"Gasoline? We're selling more of that now than anything else!"

As Don Nielsen—Mr. Asphalt in our home office—points out, one successful product does help another.

A single carload of asphalt transformed into a highway now creates a demand for at least one thousand gallons of gasoline a year.

Asphalt's large share of the market is due to its own inherent merits. It is far superior to any competitive paving material in ease of application, in load-bearing ability, in long life and in safety. What's more, it costs less per mile to put down and to maintain.

Asphalt is another example of a better product bringing its benefits to more people through America's free competitive economy.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

WFBM-TV Builds Its Own

TEN specially-constructed tv cameras have been built by engineers at WFBM-TV Indianapolis, Ind., under the direction of the station's chief engineer, Harold Holland. The cameras, which are described as incorporating improvements not available in commercial lines, can be assembled or disassembled in less than three minutes.

Among innovations are a motor-driven lens turret (operators switch lenses from a push-button panel in the back of the camera); a viewfinder within the camera, which improves accessibility to it and permits location of heat generating components near the top of the camera; seven plug-in units which make up the interior of the camera (spare units have been made for replacement purposes, obviating the necessity of breaking down the camera to find faulty parts when trouble develops). The seven units are divided into: image orthicon with focus coil, deflection coil, alignment coil, focusing carriage and plug-in socket; vertical sweep for image orthicon; horizontal sweep for image orthicon; high voltage for image orthicon; video pre-amplifier for image orthicon; video for viewfinder, and combined vertical horizontal sweep and high voltage supply for viewfinder.

The new WFBM-TV models, measuring 13"x13"x25", weigh above 100 lbs., said to be about 35-40 lbs. lighter than conventional units. In addition to use at WFBM-TV, the cameras are being placed in operation at the studios of WOOD-TV Grand Rapids, Mich., and WTCN-TV Minneapolis, all owned by the Harry M. Bitner radio-tv interests.

Ten New Soldiers for the Bitner Brigade

WCRO Local Business Jumps

EMPHASIS on local programming is credited by WCRO Johnstown, Pa., with a second quarter increase in local business of 122.4% compared with the corresponding quarter in 1954. John Pallottini, general manager of the ABC-Mutual affiliate, points to the station's new emphasis on music, sports and news as receiving "the wholehearted endorsement of local businessmen."

Maynard to Head KNTV (TV)

KNTV (TV) San Jose, Calif., new ch. 11 outlet which expects to begin operation about Sept. 1, has named Harry Y. Maynard as general manager. For two years he has managed WCIA (TV) Champaign, Ill., and previously he had been with KTLA (TV) Los Angeles. KNTV began test pattern transmission a fortnight ago and this week expects to open its office at 645 Park Ave., San Jose. KNTV is owned by Standard Radio & Tv Co., headed by A. T. Gilliland.

Dayton's TOP Hooper-Rated Station

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

Hardy, KHJ Newscaster, Retires After 22 Years

GLENN HARDY, a veteran of 22 years in radio, will retire from KHJ Los Angeles Sept. 2. Mr. Hardy spent all of this time as the *Newspaper of the Air* reporter for the same sponsor, Alka-Seltzer and One-A-Day Brand vitamins.

Announcer John Holbrook, his partner, will take over the *Newspaper of the Air* program. Mr. Hardy, it was reported, will move to Fresno, Calif., where he will manage a new 90-unit motel.

Weed Says Spot Radio's Full Of 'Vim, Vigor, Vitality'

THOUGH there is talk that "radio has lost its pep," spot radio is "full of vim, vigor and vitality," James J. Weed, founder of Weed & Co., station representatives, told clients last fortnight. He claimed that in cost to advertisers, entertainment value and mass impact, radio "is better than ever and a terrifically worthwhile commodity to both advertiser and listener."

Mr. Weed said that transmission and reception of radio programs are of "the highest quality in history," and recorded and live programs are "hitting a notable stride, built in the tempo of the times for entertainment and public services." He said national advertisers are turning more and more to spot radio to win audiences on local stations where "broadcasters' good neighbor policies and community service spell for listenership and sales."

Storer Transfers Schofield From New York to Miami

ARTHUR C. SCHOFIELD, director of advertising and promotion for Storer Broadcasting Co., has been transferred from the company's New York office to national headquarters, 1177 Kane Concourse, Miami Beach, Fla. Mrs. Vonne Monsell, who edits "Storer Story," also was transferred to Miami Beach. The changes were announced by Stanton P. Kettler, vice president in charge of operations.

MR. SCHOFIELD

KFJZ-TV Airs Test Pattern; Prepares for Sept. 11 Start

KFJZ-TV Fort Worth, Tex., last week began transmitting test patterns in preparation for meeting its proposed target date for commercial operation of Sept. 11, the station has reported. The ch. 11 station's studio location is 4801 West Freeway. It has an authorized effective radiated power of 210 kw and has a 1,075 ft. tower. KFJZ-TV reports that it will serve a total of 480,000 sets in the Dallas-Fort Worth market.

"Great is TRUTH. Fire cannot burn, nor water drown it"..... DUMAS

32,000,000 AMERICANS AVAIL THEMSELVES OF CHIROPRACTIC...

1 Out of Every 5... 20% of Your Listeners Know the Value of Chiropractic—America's Second Largest Healing Profession

When a healing method has served a population twice the size of that of a major nation, it is something to be considered seriously. Such is the story of the extensive use of chiropractic—for 32,000,000 Americans have experienced the health benefits of this second largest healing profession. That's a figure twice Canada's population, which is 14,900,429.

Looking at it another way, it means 1 out of 5 Americans, 20% of your listeners, know the value of chiropractic. That's a big slice of your audience. Millions of these fine people in every strata of life have shared one experience. They have found the way to restored and improved health through chiropractic . . . the re-establishment of spinal normalcy and the regeneration to the nerve functions of their bodies. That was a significant event in their lives. These Americans in a democracy have freely chosen the physical, mechanical and neurological approach to healing. Their freedom to do so is as vital as the bulwark of free communication.

We bring these vital facts to you . . . the leaders of communication in America. We know you want facts and the truth, because your stations are dedicated to presenting facts and truth to your listeners.

If there is particular information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc.,
NATIONAL BUILDING, WEBSTER CITY, IOWA

3 TRUTHS YOU SHOULD KNOW!

550 Insurance Companies Recognize Chiropractic.

1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.

4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

THE TRUTH ABOUT CHIROPRACTIC

**One of a Series of Reports*

Selling Salathon

USING ONLY RADIO, a Lincoln-Mercury dealer in Waterbury, Conn., sponsored a 10-hour "Auto Salathon" that resulted in the sale of 40 new and used automobiles.

WWCO there devoted its entire air schedule July 30 to the sale, broadcasting from the motor company's new lot. Over $45,000 worth of cars were sold and more than 5,000 people turned out in 98 degree heat.

Five disc jockeys worked in teams, broadcasting news of the sale, playing records and conducting a beauty contest. With the exception of three cars that went for 98 cents each, all were sold at average prices.

The program was developed by disc jockey Bob Crager with the help of station owner Lawrence Brandon, Howard Mendel and Phyllis Rawl.

WWCO conducted a dollar-a-minute sale on the air which sold many of the cars. Every hour a different car was reduced one dollar each minute; if not sold within the hour, the car would have returned to its original price level. Every car thus promoted was sold before the hour had elapsed.

When asked if he would like to sponsor another Salathon, Bob White, Mattuck Motors' young president, said: "I'd like to do one every month. It absolutely exceeded my expectations."

QUEEN ISABELLA

hocked her jewels for a fella
to prove the world was round.
The chance she was taking
was rather world shaking,
suppose he had run aground?
But Christopher knew
what his three ships could do
and his discovery of America was in.
To parallel his feat
we repeat and repeat,
you can discover success on WPIN.

When you discover WPIN, you have unearthed the daytime station preferred by more local advertisers.

WPIN's clear channel signal serves a market of 790,300 people with a buying income of $989,640,000.00. This dominant news station is the West Coast of Florida's best daytime radio buy!

WPIN

680 Clear Channel

Offices and studios in the
Royal Palm Hotel
St. Petersburg, Florida

Arthur Mundorff, Owner-Manager

Represented Nationally by
Walker Rep. Co., Inc.

Hafter, Director-Producer, Dies Suddenly at Age of 50

ROBERT M. HAFTER, 50, producer-director-writer for KNX Los Angeles and the Columbia Pacific Radio Network, died suddenly last Tuesday at his home in North Hollywood, Calif. He entered the broadcasting industry in 1930 and had been associated with WDAF Kansas City, KMOX St. Louis and WBBM Chicago before moving to California.

Mr. Haftner directed *CBS Newsroom—Sunday Desk* for KNX-CPRN; *Matinee* for KNX; *I Was There, Hollywood Showcase,* and *This Is My Story* for CBS Radio.

His widow survives.

KGMB-AM-TV Names Davison As General Sales Manager

RALPH DAVISON Jr., sales manager of KGMB-TV Honolulu, T. H., has been appointed general sales manager of KGMB-AM-TV, C. Richard Evans, vice president of licensee Hawaiian Broadcasting System, has announced.

MR. DAVISON

Mr. Evans also announced that Mel Wright, formerly national account executive for KGMB-TV, is now in charge of national spot sales for both the radio and tv stations, and Robert Costa, KGMB-TV program director, additionally takes over the same duties at KGMB.

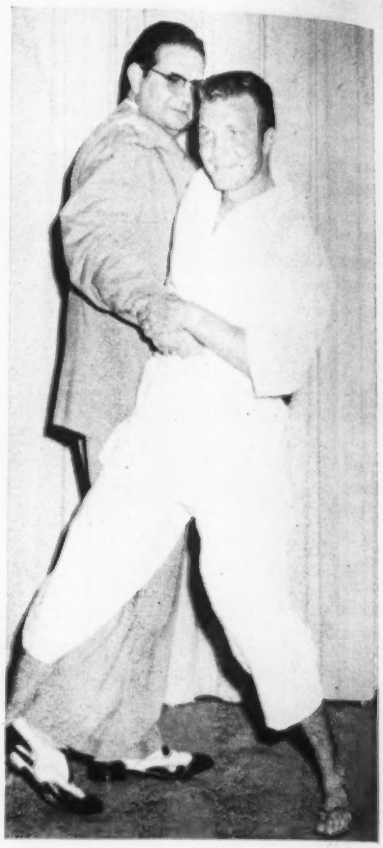
WPIX (TV) Promotes Hartigan

PROMOTION of Albert Hartigan, assistant program manager, WPIX (TV) New York, to program manager of the station was announced last week by Fred M. Thrower, vice president and general manager. Mr. Hartigan joined the station in 1950 as a director. Prior to his affiliation with WPIX he was a producer - director at WBZ - TV Boston. Previously he had been associated with WSYR and WFBL, both Syracuse, and RCA and NBC.

MR. HARTIGAN

Kiddie Cooking Classes

COOKING classes for children will start on WNHC-TV New Haven, Conn., on Aug. 25, the station announced last week. On that Saturday and every week thereafter, Joan Crowther, cooking hostess on *Nancy's Kitchen,* the station's regular cooking series, will give lessons to youngsters with gourmet leanings. On request the kiddies will receive advance recipes so that they may actively participate in the cooking program.



COOKING AND JUDO mix, at least at KDUB-TV Lubbock, Tex., where Tom Dycus, judo expert, conducts a Monday-Friday cooking show, *Recipe Roundup.* Here he tries a hold on W. D. (Dub) Rogers Jr., president and general manager.

Chase to Manage KSON

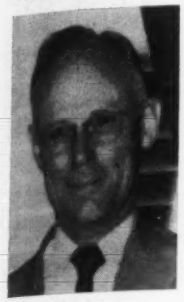
APPOINTMENT of Emery (Bud) Chase as station manager of KSON San Diego, Calif., was announced last week by President Fred Rabell. Mr. Chase, with KSON since 1947, has been assistant manager. Mr. Rabell also announced that Jack Rathbun, formerly with WEAT-TV Palm Beach, Fla., has been named KSON operations manager.

Hey, you

Don't forget Sept. 9 is deadline for B•T's Radio Issue out Sept. 19.

Eugene Tanner Named WSIX Vice President

EUGENE TANNER has been named vice president of WSIX Inc., Nashville, Tenn. The company operates WSIX-AM-TV.



MR. TANNER

Mr. Tanner has been with the company 17 years, starting as advertising director of WSIX. Soon after WSIX-TV went on the air in November 1953, he went into television exclusively.

The promotion was announced by Robert Stanford, president and general manager of WSIX Inc.

Two Tv Stations Buy 15 ABC Film Features

SALE of 15 feature films to WCBS-TV New York and KTVT (TV) Salt Lake City was announced last week by George T. Shupert, president of ABC Film Syndication, which acquired the package several weeks ago.

The films, known as the *Anniversary Package*, were sold to WCBS-TV following negotiations between Mr. Shupert and William C. Lacey, manager of the WCBS-TV film department. The sale to KTVT was made by William L. Clark, ABC Film Syndication's western manager, with G. Bennett Larson, general manager of KTVT, representing the station.

Among the feature films in the package are "Black Narcissus," with Deborah Kerr and David Farrar; "The Seventh Veil," with James Mason and Ann Todd; "Man in the White Suit," with Alec Guiness and Joan Greenwood; "Great Expectations," John Mills, Valerie Hobson and Jean Simmons; "Brief Encounter," Celia Johnson and Trevor Howard.

COCA-COLA more than doubles its spot announcements on WFAA Dallas, Tex., to promote the sale of the firm's new 26-ounce family size bottle, which is being distributed in three test markets. L. to r: Jack Dwyer, D'Arcy Adv. Dallas office; Jim Apple, Southwestern Div. advertising manager for Coca-Cola Co., and Ed Hogan, WFAA sales representative.

REAPPOINTMENT of The Katz Agency as national advertising representative of six radio and tv stations of the Storer Broadcasting Co. was announced last week. At the contract signing are (l to r) Tom Harker, Storer vice president and national sales director; Lee Wailes, executive vice president of Storer, and Edward Codel, a director of The Katz Agency Inc.

KCOP (TV) Plans Power Boost

KCOP (TV) Los Angeles will increase power to 170 kw effective Sept. 12. The six-fold boost of the ch. 13 station will improve picture quality for fringe area viewers from Santa Barbara to San Diego, stated Jack Heintz, vice president and general manager of KCOP.

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Sept. 24 (9:30-11 p.m. EDT) *Ford Star Jubilee*, "Judy Garland Show," Ford Motor Co. through J. Walter Thompson Co.

NBC-TV

Aug. 16 (7:30 - 7:45 p.m. EDT) *Vaughn Monroe Show* (Also Aug. 18, 23, 25, 30, Sept. 1, 6, 8). Sustaining.

Aug. 17 (7:30-7:45 p.m. EDT) *Matt Dennis* (Also Aug. 19, 24, 26, 29). Sustaining.

Aug. 15-19 (11 a.m.-Noon EDT) *Home*. Color inserts daily at 11:45 am.-Noon. Participating sponsors.

Aug. 22 (8-9:30 p.m. EDT) *Producers Showcase*, "The King and Mrs. Candle," Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

Aug. 26 (2:30-5 p.m. EDT) *Davis Cup Matches*. (Also Aug. 27, and 28). Sustaining.

[Note: This schedule will be corrected to press time of each issue of B•T.]

SOMETHING TO CROW ABOUT

The wonderful comments on—

LOU STEIN AND HIS JAZZ QUARTET!

" . . . this is wonderful!"
WLCR, Torrington, Conn.

"Nice smooth jazz combo . . . "
WCAX, Burlington, Vt.

"Jazz is fine—and so is Stein. Happy to program this listenable package. Thanks a million!"
WFGN, Gaffney, S. C.

"As you say, 'This is the most!' "
KYMA, Yuma, Ariz.

SESAC

"the best music in America"

475 Fifth Avenue **New York 17**

MAX BAER (at mike), former world's heavyweight boxing champion, was featured in KJR Seattle's coverage of the 48th running of the Gold Cup race on Lake Washington. The half-million racing fans present used portable radios tuned to the station to find out what was happening as the boats roared over the 3¾-mile course. KJR used a 13-man crew to get complete coverage of the event, placing announcers at three vantage points for describing the race. At KJR's main booth are (l to r): front row, Gaylen Blackford, KJR general sales manager; Ed Hansen, KJR statistician; Art Kulman, KJR special events department; Royal Broughman, sports editor of the *Seattle Post-Intelligencer*, being interviewed by Mr. Baer; George Newton, KJR engineer; standing (facing camera), Lester M. Smith, KJR general manager, and Jack Bradley, KJR sports director.

On Location

TO EMPHASIZE adventuresome aspect of its new Thursday night half-hour program featuring explorer Carveth Wells and his wife, KRCA (TV) Los Angeles last week flew newsmen to Catalina Island where the Wellses are filming nature sequences. After a motor tour of the back-country area where the films are being shot, the columnists were shown clips of earlier world explorations to be featured on the *Carveth Wells Show*. Mr. and Mrs. Wells also introduced Raffles, talking pet mynah bird to be featured on the program which began Thursday. At one time Mr. Wells was on NBC Radio.

Charles R. White Named KLEW-TV General Manager

NEW GENERAL MANAGER for ch. 3 KLEW-TV Lewiston, Idaho, is Charles R. White, formerly commercial manager for KPTV (TV) Portland, Ore., according to Thomas C. Bostic, president of Lewiston Tv Co.

Mr. White was KPTV's first employe and assisted in putting the station on the air three years ago. Prior to joining KPTV, Mr. White worked in public relations, advertising, and as a motion picture photographer.

Lewiston Tv Co. is a wholly-owned subsidiary of Cascade Broadcasting Co., which also operates KIMA-TV in Yakima and KEPR-TV in Pasco, both Washington.

WMGM Names Hollingbery

APPOINTMENT of George P. Hollingbery Co. as national representative for WMGM New York, has been announced by Arthur Tokhin, director of the station. Appointment is effective immediately. WMGM, on 1050 kc with 50 kw, is an independent outlet.

WAVZ Sets Sales Records

THE highest summer billings in the history of WAVZ New Haven, Conn., was reported by Daniel W. Kops, vice president and general manager of the station. July 1955 billings were 43% higher than July 1954, Mr. Kops said, and the first seven months of 1955 have set another record with an increase of 43% over 1954.

Advertisement

Marge Burdsall, WITV, Miami-Fort Lauderdale, contemplates problem of answering 17,462 letters received in one week from 12 southern Florida counties. Response was in answer to Bill Wyler's question "Should his Bandstand Matinee run two or one hours per day?" The two hour stint won the vote, and General Manager Walter Koessler recommends national advertisers contact H-R TV for availabilities on this popular show.

700 Radio-Tv Stations Carry All-Star Football

NEARLY 700 stations—570 MBS affiliates and over 120 ABC-TV stations, plus WGN-TV Chicago—carried the 22d annual All-Star football game from Chicago's Soldiers Field last Friday with a number of advertisers picking up the tab for coverage of the 1954 College All-Stars and pro champion Cleveland Browns.

Miller Brewing Co., Milwaukee, sponsored half of the game on both network tv and radio. On ABC-TV Miller joined with regional sponsors Standard Oil Co. (of Indiana) in the Midwest, Atlantic Refining Co. in the East and Union Oil Co. of California on the West Coast. The other half of the game on network radio was sold on a co-op basis.

WGN has broadcast the football classic, sponsored by the Chicago Tribune Charities Inc., since it started in 1934. WGN-TV began telecasting it in 1948. WBKB (TV) Chicago, ABC outlet, did not carry the game.

WCOV-TV Recovers From Fire

HASTY replacement by RCA of equipment of WCOV-TV Montgomery, Ala., which was destroyed by fire Aug. 5, will enable the station to go back on the air Aug. 25, Hugh M. Smith, general manager, reports.

Fire wiped out all technical equipment of WCOV-TV and studio gear of WCOV, but the radio station was able to continue broadcasting [B•T, Aug. 8].

Partial De-Intermix Asked

WOBS-TV Jacksonville, Fla., has asked FCC to "partially" de-intermix that city. It recommended that ch. 7 be moved from Jacksonville to Savannah, leaving ch. 4 and making ch. 12 reserved for educational in Jacksonville. At the same time it suggested addition of chs. 46, 52 and 58 to existing chs. 30 and 36 in Jacksonville.

COMMERCIAL Tire Co. and Keans Laundry will sponsor a mystery show over WAFB-TV Baton Rouge for the third straight year. After two years of *I Led Three Lives* they will sponsor *Dr. Hudson's Secret Files* for the next 52 weeks. Signing the contract with MCA-TV Film Sales are (l to r): seated, Clyde Sharp, Commercial Tire Co.; Frank Kean of Keans Laundry; standing, Ross McCausland, MCA-TV Film Sales, and Ron Litteral, sales manager of WAFB-TV.

CLIENTS—past and present—of KFPW Fort Smith, Ark., were tendered a reception by that station when it celebrated its 25th anniversary July 27. The station is owned and operated by Tulsa Broadcasting Co., which purchased it in December 1950. Hosts for the anniversary party were these Tulsa Broadcasting officials (l to r): John Griffin, president; L. A. Blust Jr., vice president-general manager; James P. Walker, director of radio; James C. Leake, executive vice president, and J. P. McCaslin, KFPW station manager.

Time Capsule

BID for posterity was made by WJMJ Philadelphia when it entombed under the site of the new Snellenberg Dept. Store there a tape recording of "Radio 1955," with careful instructions for future archeologists to construct a playback mechanism. "Radio 1955" was prepared by Pat Stanton, WJMJ president. It covers the highlights of the aural medium for the last 35 years. This tape, with printed matter of our era, was sealed in plastic, encased in steel and then buried in concrete.

Simplified instructions on the technical aspects of reproducing the material at the unknown future date were placed on the outside of the special casing.

WJMJ reported that scientific advice indicates the sealed tape would be preserved for thousands of years, long after the printed material had disintegrated.

"Daddy, how about persuading KRIZ Phoenix to broadcast rhythm and blues?"

WMAQ, on Closed Circuit, Makes Pitch to Agencies

SPECIAL closed-circuit telecast will be presented in New York and Chicago Wednesday to provide agency and client representatives with a summary of new as well as established programming of NBC-owned WMAQ Chicago.

About 100 agency and client representatives are expected to view the presentation in the M&M Club in Chicago's Merchandise Mart and a similar group will view the telecast from the NBC Spot Sales offices in New York. The split-screen technique will be used to provide a simultaneous view of each program, the composition of its audience and the type of market covered. The presentation will underline the extent of WMAQ's five-state market, said to include more than 8 million home radio sets, and 2.9 million car and 690,000 portable radios.

Burke-Stuart in Chicago

BURKE-STUART, national radio-tv representative, has opened a Chicago office at 75 E. Wacker Drive, with Edward Paro as vice president in charge of the midwest area. Mr. Paro formerly headed the Chicago branch of Texas State Network. Burke-Stuart maintains offices in New York, Los Angeles and San Francisco and is national representative for WCFL Chicago, owned by the Chicago Federation of Labor.

Two Indiana Stations Praised For Policy on 'Violence' News

RADIO stations in Gary and Hammond, Ind., have been complimented by Chicago's Mayor Richard Daley for putting into effect a newly-enunciated policy of handling news reports on racial and other disturbances.

The policy is the outgrowth of a plan devised by the Chicago City News Bureau for Chicago-area stations with the purpose of minimizing statements which might incite mob gatherings

MORE THAN "JUST A TOWER"

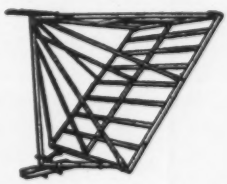
IT'S THE WHOLE JOB WRAPPED UP

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tower Fabricators And Constructors The World Over

TOWER Construction Co.

SIOUX CITY, IOWA

at the scene of disorders [B•T, Aug. 1]

WJOB Hammond and WWCA Gary, in the Chicago area and surrounding locations which contain diverse racial elements, have been using their own discretion in handling of racial, juvenile and other violence news.

Mayor Daley lauded them for making a "major civic contribution to the welfare of Chicago." Other broadcasters in Illinois and parts of Wisconsin are being urged to follow suit.

Charles L. McCarthy Dies

RADIO VETERAN Charles L. McCarthy, 56, former owner of KROY Sacramento, Calif., died last Sunday following a long illness. Burial was Tuesday at Oakland, Calif. Mr. McCarthy first entered radio with the Navy in World War I. He joined NBC in 1925 and in the late mid-1930's joined KQW San Jose, now KCBS San Francisco. Following World War II he became manager of KGO San Francisco. He bought KROY about two years ago, then sold it earlier this year to a group headed by Robert Dumm, son of Wesley I. Dumm (KSFO San Francisco).

Mr. McCarthy is survived by his wife, Zella Belle, and four children.

REPRESENTATIVE APPOINTMENTS

WIRL Peoria, Ill., has appointed H-R Representatives Inc., N. Y., as national representative.

KYA San Francisco has named AM Radio Sales to represent it in Southern California and the Midwest. KYA continues to be represented in New York by John Barry. AM Radio Sales office in Los Angeles is headed by Robert Block, in Chicago by Jerry Glynn.

if there's an AIMS station in the market-

it's the BEST INDEPENDENT!

Boston	WCOP	New Orleans	WTIX
Cleveland	WDOK	New York	WINS
Dallas	KLIF	Omaha	KOWH
Denver	KMYR	Portland, Ore.	KXL
Des Moines	KCBC	San Antonio	KITE
Evanston, Ill.	WNMP	San Francisco	KYA
Evansville, Ind.	WIKY	Seattle	KOL
Houston	KNUZ	Springfield, Mass.	WTXL
Indianapolis	WXLW	Stockton, Cal.	KSTN
Jackson, Miss.	WJXN	Syracuse	WOLF
Kansas City	WHB	Tulsa	KFMJ
Huntington, L.I.	WGSM	Wichita, Kan.	KWBB
Louisville	WKYW	Worcester, Mass.	WNEB
Milwaukee	WMIL		

Canada

Calgary, Alberta, Canada — CKXL
New Westminister, B.C. — CKNW

Only one in each market

AIMS

Membership by invitation only

RADIO GROUP

STATION PEOPLE

Dick Crane, formerly with KFI Los Angeles and founder of KNEA Jonesboro, Ark., to WAGC Chattanooga, Tenn., as general manager.

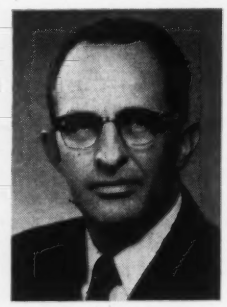
Bill Mason, formerly news commentator, WOC-AM-TV Davenport, Iowa, appointed program director, WQUA Moline, Ill.

MR. MASON

Art Petersen, local commercial dept., KVOD Denver, appointed station manager; **Morey Sharp,** formerly with KLZ Denver, named KVOD program director; **Earle Ferguson,** formerly with KLZ sales staff, named KVOD sales manager.

Main Morris appointed to newly-created position, national and local sales development director, KBTV (TV) Denver.

C. H. Maddox, chief engineer, KTBS-AM-FM Shreveport, La., appointed chief engineer of KTBS-TV (scheduled to start Sept. 3).



MR. MADDOX

Charles Ennis, formerly assistant producer, NBC-TV *Philco Playhouse,* to WIBW-TV Topeka, Kan., as sports director; **Roy Carlson,** WIBW-TV producer-director and also with WIBW, and wife **Maude Carlson,** WIBW program director and WIBW-TV music director, have resigned effective Sept. 1.

Buck Pennington, floor manager, KTTV (TV) Los Angeles, promoted to director.

Stanley Morris, formerly producer-director, WSPD-TV Toledo, Ohio, to production staff, WLWC (TV) Columbus, Ohio, as director.

Wayne R. Griffin, news and special events staff, ABC Chicago, to KDKA-TV Pittsburgh in production and talent capacity, effective Aug. 22.

Bill Fagan, director-producer, WFBM-TV Indianapolis, Ind., appointed WFBM account executive.

Tom Montgomery, formerly with Minneapolis-Honeywell Regulator Co. (heating, ventilating, air-conditioning equipment), Chicago, to local sales staff, WBBM Chicago.

John Alves, production manager, WSJV (TV) Elkhart, Ind., transfers to sales dept., continuing to produce and moderate *Valley at Work* program.

Frank Bissett, news director, KCEN-TV Temple, Tex., to news staff, KRLD-AM-TV Dallas, Tex.

Art Magee, former sports and news director and disc m.c., KGKO Dallas, Tex., to publicity and promotion staff, KTLA (TV) Los Angeles; **J. Gordon Wright,** production coordinator, resigns to devote fulltime to writing.

Louis Allen, former weatherman, WTOP-TV Washington, to WMAL-TV there in same capacity; **Lynn Hart,** WMAL home economist, named hostess, WMAL-TV *Ladies Home Theatre* program, succeeding **Ruth Crane,** women's activities director, resigned [B•T, Aug. 8].

Virginia M. Lang to WMGT (TV) Pittsfield, Mass., as production clerk, succeeding **Miriam Hay.**

Janis Ison to WKBV Richmond, Ind., as personality-receptionist.

Fred J. Reinhardt, account executive, KFXM San Bernardino, Calif., to San Bernardino Chamber of Commerce as assistant manager and manager of retail div. and will work with city's radio broadcasters in making radio effective medium with retailers.

Roger Bower, formerly director and creative producer, NBC, appointed program director, WROW Albany, N. Y.

MR. BOWER

Pete McGowan, sales staff, KWTV (TV) Oklahoma City, named national sales representative.

Edward J. McKernan, assistant to general manager, WIBW-AM-TV Topeka, Kan., and KCKN Kansas City, has returned home from hospital where he has been recovering from slight heart attack.

Ben Strouse, vice president and general manager, WWDC-AM-FM Washington, appointed chairman, publicity committee, local Community Chest.

Dave Maxwell, manager, KBIF Fresno, Calif., father of boy, David John, Aug. 2.

Tom Jones, producer-engineer, WSVA-TV Harrisonburg, Va., and **Dorothy Jones,** former WSVA record librarian, parents of boy, Robert.

Dave McElhatton, *Music 'til Dawn* announcer, KCBS San Francisco, father of boy, Russell.

Funeral services for **Mrs. Norman A. Thomas,** wife of co-owner of WDOD Chattanooga, Tenn., were held last Thursday.

REPRESENTATIVE PEOPLE

Bill Wilson, formerly with Free & Peters Inc., Chicago, to Forjoe & Co., same city, as account executive.

Stearns R. Ellis, Flamingo Films, N. Y., to Canadian Station Representatives Ltd., N. Y., affiliate of Adam J. Young Jr. Inc., as tv salesman.

Briggs Palmer, account executive, WBBM Chicago, to Paul H. Raymer Co., N. Y.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families

NAIL DOWN THIS RICH MARKET!

1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

PROGRAM SERVICES

Dodge Opens Consultancy In Merchandising Field

FREDERIC N. DODGE, former merchandising director at NBC, last week announced he has set up his own consultant firm in the field of marketing and merchandising. Mr. Dodge's office is at 115 Central Park West, New York. Telephone is Trafalgar 4-1907. Mr. Dodge, active in the food product, drug, automotive and appliance fields for more than 30 years, will specialize in problem areas.

MR. DODGE

51 to Show Marciano-Moore On Theatre Tv Hookup

SOME 51 theatres already have been cleared for the closed-circuit telecast of the Rocky Marciano-Archie Moore heavyweight championship bout Sept. 20 at Yankee Stadium in New York, it was announced last week by Nathan L. Halpern, president of Theatre Network Television. Mr. Halpern said approximately 50 more theatres will be added to this list, marking an all-time record for closed circuit telecasts.

Arbitration on C-C

ANOTHER first in closed-circuit television was envisioned a fortnight ago by American Management Assn., New York, which said it plans an actual labor-management arbitration session at its Sept. 26-28 personnel conference at the Hotel Statler, New York. More than 1,010 personnel and labor relations executives attending the meeting will sit in via television while a company and a union argue a disputed issue before an impartial arbitrator. It will be telecast from an upper room at the hotel onto a tv screen in the ballroom below. Participants have not yet been selected.

MPTV Signs With Stone Assoc.

MOTION PICTURES for Television Inc. has signed an agreement allowing Stone Assoc., New York, to act as exclusive representatives of MPTV in negotiating and servicing merchandising licenses and premiums for the *Sherlock Holmes* tv series, Edward Madden, vice president of MPTV, and Martin Stone, head of Stone Assoc., announced last week.

Sherlock Holmes has been on television since October 1954 and is currently carried in more than 100 markets.

PROGRAM SERVICE SHORTS

Olmstead Sound Studios, N. Y., has expanded personnel and physical equipment and has doubled amount of floor space, Harry Landon, vice president in charge of sales, has announced. He said 45 advertising agencies now utilize Olmstead facilities and in recent weeks have placed orders for recording of 105 jingles.

PERSONNEL RELATIONS

SAG SEES BREAKS IN STRIKE FRONT

Actors' strike enters second week as negotiations continue. Guild claims some producers are capitulating on re-run fee demands.

STRIKE of 10,000 members of the Screen Actors Guild against producers of television entertainment films entered its second week Friday without settlement, although negotiators meeting frequently in Hollywood last week announced late Thursday that "some progress has been made." The strike does not affect production of television film commercials [B•T, Aug. 8].

Despite firm positions announced by both producer and actor groups on the issue of whether or not actors would receive extra pay on the first re-run of films, breaks were appearing in the production front as SAG reported signing of a dozen firms.

Both the Alliance of Television Film Producers and the Assn. of Motion Picture Producers, who are principals with SAG in the talks, earlier said they would not consider making extra payments to actors on the first re-run, since the economics of their operation is keyed to accounting for their profit out of this showing. SAG, however, also had announced it would not negotiate at all unless the principle of some kind of payment on the first re-run is accepted.

The fact that negotiations are in progress means the producers have capitulated on the issue and the only point now in dispute is how much the actors would receive on first re-run, not whether they would be paid, it was felt. Under the last contract, which expired a fortnight ago, actors receive 100% additional of minimum scale spread over the second to fifth re-runs.

SAG announced last week that William and Edward Nassour of Nassour Studios, Hollywood, signed a new collective bargaining contract with the guild Monday covering actors, singers and announcers for the film series *Sheena, Queen of the Jungle.* The pact calls for residual payments to the players on the first through fifth re-runs and for increases in minimum salary scales. Financial data was not divulged in view of the pending negotiations with the production groups. *Sheena* is an ABC Film Syndication series now in production for tv release this fall. Total of 39 films will be made on the West Coast and in Mexico.

Other firms newly signed, SAG reported, included: Fawn Productions Inc., Hollywood, for *Jimmy Durante Show,* D & R Television Film Co., New York, for *Doorway to Fortune* series; Lewislor Enterprises Inc. (Loretta Young), Hollywood; Lewman Ltd. (Jane Wyman), Hollywood; Cinecraft Productions Inc., and Discovery Productions Inc., both Cleveland; Balsan Productions (Bruce Balaban), New York; Quintet Productions (Russ Hayden) and Charles E. Skinner Film Productions, both Hollywood.

The principle of any payment of additional money to actors for re-runs was won by SAG three years ago in a strike against producers of

NEW **PAN CINOR** ZOOMING LENS GIVES

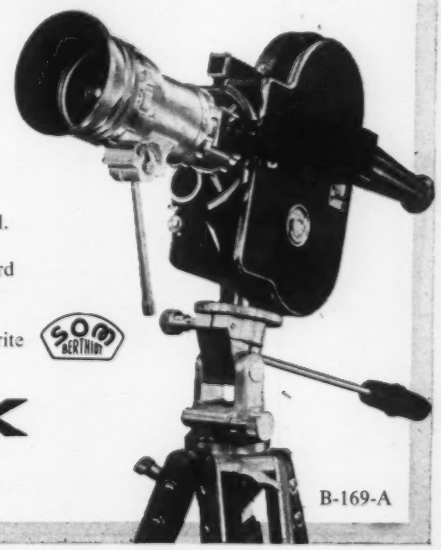
through-the-lens viewing •
four-to-one ratio •
finer optical quality •

You get better zooming, dolly, and follow focus effect with these two completely new zooming lenses by Som Berthiot: Pan Cinor-70 and Pan Cinor-100. These 14-element lenses offer crystal-clear, corner-to-corner sharp images. Both have through-the-lens viewing, giving sharp, brilliant field of view—regardless of aperture!

Ideal for news shots, grab shots of any subject, and for sports filming. Both lenses are optically sharp at F:2.4.

No parallax problems; focusing is from 7' to infinity; from 32" using close-up attachments.

Pan Cinor-70 zooms from 17.5 mm to 70 mm—wide angle to telephoto. Price incl. leather case is $449.50. Pan Cinor-100 zooms from 25 mm to 100 mm—standard extreme telephoto. Price with leather case is $750. Pan Cinor-100 is not available for immediate delivery. For full details, write address below or see your Bolex dealer.



BOLEX

PAILLARD PRODUCTS, INC., Dept. BT-8
100 Sixth Avenue, New York 13, N. Y.

B-169-A

tv film commercials. It was the first strike in the history of SAG, formed in 1933.

Two weeks ago, on the eve of the present SAG walkout, production firms and network representatives did not appear alarmed over the strike prospects because of the large amount of film material that is completed or is available to most of them. The strike, however, came when virtually all companies were filming new fall tv packages.

The SAG board of directors has voted unanimously to support a federal income tax averaging plan for individuals, as contained in a bill introduced in Congress by Rep. Thomas B. Curtis (R-Mo.). This was announced Tuesday by John L. Dales, national executive secretary, who said the measure would not only help actors but members of other professions whose incomes fluctuate sharply from year to year. Mr. Dales said he expects the House Ways & Means Committee to hold hearings on the bill when Congress reconvenes next year.

The measure would allow any taxpayer whose taxable income for any one year exceeds 150% of his average taxable income for the preceding five years to spread the excess income over the six-year period.

Tv Writers' Earnings Tripled

EARNINGS of tv writers have tripled in the past nine months over the same period last year, Curtis Kenyon, secretary-treasurer of Writers Guild of America West, has announced, with total payments for the year expected to hit $3 million. Movie writers' income should hit $10 million, it was noted for comparison of new medium with old. For the current nine-month period, tv writers earned $2.4 million as against $800,000 for the 1954 period.

SUPER POWER
on the
GULF COAST!

316,000 WATTS ERP.
plus
All the outstanding shows from
NBC .... CBS .... ABC
and top local programs
•
For coverage of Southern Alabama, Northern Florida, Eastern Mississippi

CHANNEL 10
WALA-TV
MOBILE'S ONLY TELEVISION STATION
PAPE TELEVISION COMPANY, INC.
Mobile, Alabama
AFFILIATED WITH WALA RADIO
Ask Your Headley-Reed Man For Market Information and Availabilities

Radio-Tv Executives Name '55-'56 Speakers

PLANS for a 1955-56 speakers roster that will include nationally known figures in religion, government, entertainment and the radio-tv industry were to be announced in New York today (Monday) by Robert J. Burton, president of the Radio & Television Executives Society.

The RTES speakers will include Vice President Richard Nixon, Bishop Fulton J. Sheen and motion picture producer Samuel Goldwyn. A top event will be a special RTES luncheon, probably next spring, that will honor Brig. Gen. David Sarnoff, RCA-NBC chairman of the board, for his years of broadcasting leadership.

Mr. Nixon is expected to address the first luncheon meeting of the season Sept. 14 at the Hotel Roosevelt. FCC members will be special guests. On Oct. 13, Mr. Goldwyn will speak informally and answer questions. Bishop Sheen will speak on Nov. 8.

Other events being set by RTES include: joint meeting with the American Women in Radio & Television on Nov. 16, honoring women's part in building broadcasting (RTES members must be accompanied at this luncheon by their secretaries); another joint luncheon on Jan. 11, 1956, with the Overseas Press Club, featuring a panel of news correspondents; a "ten million dollars a plate" lunch Feb. 8, 1956, with head table seats reserved for advertisers who spend at least that amount in radio and television; the Peabody Awards luncheon on April 11, 1956, and RTES' annual Christmas party on Dec. 14.

Next spring, Mr. Burton said, a day will be set aside for a tribute to Canada. RTES has invited Canadian Prime Minister Louis St. Laurent to attend that event.

American Cinema Editors Hold Toll Tv Seminar Today

SEMINAR on subscription television—its pros and cons—is scheduled tonight (Monday) by the American Cinema Editors at the Hollywood (Calif.) Women's Club. ACE comprises 200 film editors in tv and movies.

Executives taking part in the panel include Don Belding, chairman of the executive committee of Foote, Cone & Belding; Mervyn LeRoy, producer-director at Warner Bros.; Paul MacNamara, vice president-director, International Telemeter Corp., and Dr. Dallas Smythe, director of the Institute of Communications, U. of Illinois. Dr. Smythe also is economic advisor to Theatre Owners of America, a free television advocate. William B. Murphy, film editor and past president of ACE, will be moderator.

'American Heritage' Traces Radio History in Interviews

THE EARLY 20's, when broadcasting was regulated by a gentlemen's agreement with Herbert Hoover, then Secretary of Commerce, as umpire, are recalled by Mr. Hoover in the current issue of *American Heritage*, which also contains accounts of radio's early days from 11 other pioneers. The material was taken from the files of the Oral History Research Office of Columbia U., New York, whose interviews with these radio veterans were inspired and financed by the Radio Pioneers.

In addition to Mr. Hoover, those whose interviews are excerpted in *American Heritage* include commentator H. V. Kaltenborn; William S. Hedges, NBC vice president; Lyman L. Bryson, moderator of *Invitation to Learning*; E. L. Bragdon, RCA publicist, former radio editor of the *New York Sun;* Dorothy Gordon, moderator of the *New York Times Youth Forum* on radio and tv; Chester H. Lang, longtime GE executive; Arthur Judson, concert bureau operator who helped to organize the network that became CBS; pioneer announcer Thomas H. Cowan; the late Walter C. Evans, former president of Westinghouse Radio Stations; Orestes H. Caldwell, member of the original Federal Radio Commission; Laurence A. Hawkins, longtime GE research engineering head, and Donald G. Little, Signal Corps engineer who worked with Dr. Frank Conrad, founder of KDKA Pittsburgh.

NORMAN J. OSTBY (l), vice president of the Don Lee Mutual network and newly elected president of the Southern California Broadcasters Assn., accepts the gavel of his office from Robert J. McAndrews, retiring president and vice president of the John Poole Broadcasting Co. At the same time Mr. McAndrews received a plaque of recognition for outstanding service.

N. J. Broadcasters Plan Meet

ANNUAL MEETING of the New Jersey Association of Broadcasters will be held Oct. 16-17 at the Hotel Hofbrau, Wildwood, N. J. The second day will include election of officers and an afternoon meeting of the New Jersey Associated Press Radio Assn. Frank Matranga, WCMC Wildwood, is chairman of the arrangements committee.

TRADE ASSOCIATION PEOPLE

Wayne Bradley, news dept., WOW-AM-TV Omaha, elected first president of new Omaha Press Club.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET
NEW YORK 22, N. Y.
EL 5-9465
All Inquiries Confidential

CBS INC. NET RISES 22.2% FOR HALF-YEAR

$6.3 million dividend payable to stockholders of record at close of business Aug. 26.

A GAIN of 22.2% in the consolidated net income of CBS Inc. for the first six months of 1955 as compared to the same period of 1954 was reported to the CBS board of directors last Wednesday by Chairman William S. Paley. The January-June total this year was $6,327,672, amounting to 87 cents a share, as against $5,177,449 or 74 cents a share (after adjusting the number of shares outstanding to reflect last April's 3-for-1 stock split-up) for the first six months of 1954.

The board at its meeting declared a cash dividend of 20 cents a share on Class A and Class B stock, payable Sept. 9 to stockholders of record at the close of business Aug. 26.

Following is the consolidated income statement:

	Six Months (26 Weeks) Ended			
	July 2, 1955		*July 3, 1954*	
GROSS REVENUES AND SALES		$202,173,713		$176,016,777
Less, Discounts, agency commissions and returns		52,178,018		44,574,010
		$149,995,695		$131,442,767
Deduct:				
Operating expenses and cost of goods sold	$109,920,811		$ 96,873,761	
Selling, general and administrative expenses	22,475,201		20,339,351	
Provision for depreciation and amortization of fixed assets	3,229,893	135,625,905	2,284,361	119,497,473
		$ 14,369,790		$ 11,945,294
Miscellaneous income, less miscellaneous deductions		*122,118*		*317,845*
Income before federal taxes on income		$ 14,247,672		$ 11,627,449
Provision for federal taxes on income		7,920,000		6,450,000
NET INCOME FOR PERIOD		$ 6,327,672		$ 5,177,449
Earnings per Share (Note 1)		$ .87		$ .74

Italics denote red figures

Notes:

1. Earnings per share are calculated on the average number of shares outstanding during the respective six month periods, adjusted for the three-for-one stock split-up.
2. The 1955 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

August 10, 1955

SAMUEL R. DEAN,
Treasurer

Minnesota Mining & Mfg. Co. Sets Quarterly Sales Record

SALES of $68,262,655 were reported by Minnesota Mining & Mfg. Co., St. Paul, for the second quarter of 1955, representing the "largest quarterly volume in company history."

Sales volume rose 18% above that for a similar period last year and 8% over the previous record period ending March 31 this year, with first-half sales in 1955 hitting $131,645,501. Net income before taxes was $16,613,098 and earnings after taxes and dividends reached $8,329,098.

Dedication of 3M's new research center and the first trans-continental transmission of color TV on magnetic tape by RCA and NBC May 12 were cited as among the highlights of the second quarter which ended June 30.

Spotlight on High-Fidelity Sept. 30-Oct. 2 in Chicago

MUSHROOMING half-billion dollar high-fidelity industry will be spotlighted by over 100 manufacturers with exhibits at the annual High Fidelity Show in Chicago's Palmer House Sept. 30-Oct. 2, it was learned last week.

A number of manufacturers will exhibit for the first time, either as newcomers in the field or to introduce hi-fi product additions to their already established radio-tv-electronics line. The combined public show and dealer-distributor preview, sponsored by the International Sight & Sound Exposition Inc., is expected to exceed last year's record 28,000 attendance, according to S. I. Neiman, ISSE president. Products will range from records to complete home setups, and include a variety of components.

During the trade show a fulltime broadcast operation will be maintained on the display floors by WFMT (FM) Chicago. Chicago area radio-tv stations are slated to conduct special broadcasts and interviews and newspapers will run high fidelity sections heralding the show.

Court Demands RCA Records

A U. S. District Court judge in Chicago has directed RCA to return certain records from Zurich, Switzerland, to London, in connection with depositions to be taken Aug. 16 in anti-trust patent litigation with Zenith Radio Corp.

Judge Michael Igoe resumed hearings on the

KTVH WINS In Wichita-Hutchinson Area

(April 1955 Pulse)

15 out of 15 top programs!

Let top-flight day and night CBS shows and strong, high-interest local programming help sell your product. Put "WINDY" on your payroll, too!

KTVH
HUTCHINSON

VHF 240,000 WATTS — CBS BASIC—DUMONT — CHANNEL 12

Represented Nationally by H-R Representatives, Inc.

KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

WLS
gives you
All 3
Market...
Coverage...
Programming

Contact us or call your John Blair man TODAY!

WLS The PRAIRIE FARMER STATION CHICAGO

suit in Chicago Aug. 5 and heard Zenith's plea that the records should be produced.

The case involves Zenith's counter-suit against RCA, General Electric Co. and Western Electric Co. RCA filed a suit in 1948 charging Zenith with certain patent infringements. Zenith filed a cross-suit in 1949 claiming anti-trust violations by RCA and seeking $16 million in treble damages.

Ampex Expands Research

AMPEX CORP., manufacturer of magnetic tape recorders, is establishing a separate research department under the direction of Walter T. Selsted, according to George I. Long, firm president.

MR. SELSTED

"The new research department will be engaged in the study of basic principles in the many new fields now associated with magnetic recording," stated Mr. Selsted. The new director joined Ampex in 1949 and was one of four engineers originally employed by the company.

RCA to Honor Fiedler

IN COMMEMORATION of his 20-year association with RCA Victor, conductor Arthur Fiedler will be presented with an engraved silver baton today (Monday) by Frank Folsom, president of RCA. The ceremonies will be carried on NBC Radio as part of its special broadcast of the Esplanade Concert in Boston with the Esplanade Orchestra under the direction of Mr. Fiedler (8:15-9 p.m. EDT).

What are people doing with all the radios they're buying? Using them for door stops?

WMT
a radio station

Tv Picture Tube Sales Up

SALES of tv picture tubes totaled 4,914,024 units in the first half of 1955 compared to 3,957,238 in the same 1954 period, reflecting increased set production, according to Radio-Electronics-Tv Mfrs. Assn. Sales of radio receiving tubes totaled 226,502,544 units in the period compared to 165,709,060 a year ago.

MANUFACTURING SHORTS

Sylvania Electric Products Inc., radio tube div., Emporium, Pa., has announced two new tubes, 6CS7 and 25DN6, for vertical and horizontal tv circuit applications. Former is miniature nine-pin, medium mu, dual triode with dissimilar sections, suitable for vertical deflection and oscillator applications using conventional transformer supply voltages. Latter is beam power pentode rated to tv service as horizontal deflection amplifier, designed particularly for use in "off-the-line" series string sets utilizing low B+ voltages.

CBS-Hytron, Danvers, Mass., has appointed Rucker Electronic Products Co., Washington, as CBS tube distributor.

Blaw-Knox Co., Pittsburgh, has released new bulletin, No. 2509, describing firm's transmission towers, available on request to structural and tower dept of company, Pittsburgh.

Standard Electronics Corp., Newark, N. J., has appointed Commercial Electronics Corp., Dallas, Tex., as southwestern engineering sales representative.

E. I. duPont de Nemours & Co., Wilmington, Del., is producing aerosol anti-glare water- soluble spray to be applied to objects creating glare in tv camera work.

Hycon Mfg. Co., Pasadena, Calif., is producing new Model 616 color bar/dot generator for adjusting and testing color tv receivers, suitable for both in-home servicing and production-line testing.

General Dynamics Corp., N. Y., parent firm of Stromberg-Carlson Div. (radio-tv-phono sets), Rochester, N. Y., has declared quarterly dividend of 55 cents payable Sept. 10 to stockholders of Aug. 19.

Hoffman Electronics Corp. (radio-tv receivers), L. A., reports decrease in sales and profits in first six months of 1955 compared to same 1954 period with sales $17,354,339, down from $22,916,497. Profits after taxes were $419,179, equal to 59 cents per share on 721,528 common shares, as against 1954 period's $818,683, equal to $1.13 per share.

Ampex Corp. (magnetic tape recorders), Washington office, has moved to 8033 13th St., Silver Spring, Md., D. C. suburb.

International Div., Allen B. DuMont Labs, N. Y., moves to 515 Madison Ave. effective today (Mon.).

Pilot Radio Corp. (hi-fi tuners, amplifiers, phonographs), Long Island City, N. Y., has appointed C. B. Parsons & Co., Seattle, as northwestern sales representative covering Wash., Ore., northwest Idaho, west Mont. and Alaska, and Hank Lieberman, Dallas, as southwestern sales representative covering Tex., Okla., Ark. and La.

Tough Portable

RAYTHEON MFG. Co. has the word of an executive of Equitable Life Assurance Society that the manufacturer's transistorized portable radio can be tossed in the ocean—and still play seven hours later. S. J. Carter, associate manager of the company, wrote Henry F. Argento, vice president and general manager of Raytheon's tv-radio operations, that while sailboating he accidentally dropped the radio into 14 feet of salt water. He had it recovered by a diver, turned a fresh water hose on it, set it in the sun and replaced it with new batteries. Mr. Carter reported that while it did not play as well as originally it was still "strong enough to get any of the stations in New England."

MANUFACTURING PEOPLE

John A. Hartman Jr., assistant vice president, elected vice president, All America Cables & Radio Inc., Commercial Cable Co. and Mackay Radio & Telegraph Co., subsidiarys of American Cable & Radio Corp., which supplies worldwide service by both cable and radio-telegraph and which is affiliate of International Telephone & Telegraph Co.

Ralston H. Coffin elected vice president for advertising and sales promotion, RCA, N. Y.

Louis Martin, formerly general sales manager, Standard Coil Products Co., appointed general sales manager Westinghouse Electric tube div., Elmira, N. Y., succeeding **John Curtis,** named staff assistant to vice president.

Louis R. Goldman, former national sales manager, Universal Co. (tv tables, bases, hi-fi cabinets), High Point, N. C., and head of Louis R. Goldman & Co., metropolitan N. Y. and northern N. J. Universal sales representative, returns to Universal as national sales manager.

Sid Weiss, with Berlant-Concertone, audio div. of American Electronics Inc. (hi-fi and professional tape recorders, accessories), L. A., appointed regional sales manager.

Irving Koss, formerly major with U. S. Signal Corps in Phila., to Motorola Inc., Chicago, as administrative assistant to vice president in charge of communications-electronics div.

Earl K. Moore, New Orleans, appointed Louisiana and Mississippi Irish-brand magnetic tape representative for ORRadio Industries Inc., Opelika, Ala.

Howard L. Foote appointed staff assistant to vice president in charge of engineering, Stromberg-Carlson, Rochester, N. Y., acting as executive secretary of new research and development technical committee; **William F. Hafstrom,** former sales manager, light military electronic equipment dept., General Electric Co., Utica, N. Y., named assistant to S-C vice president-government contracts.

A GOOD SPOT
WEAV
PLATTSBURG, N. Y.
Ask GILL-PERNA Inc.

Foreigners Take Internship At U. S. Radio, Tv Stations

SEVENTEEN broadcast stations are providing internship training for a group of foreign radio-tv officials spending six months in the United States as guests of the U. S. State Dept. The project is designed to give broadcasters from other nations a better understanding of the American system and to help them interpret and evaluate international exchange programs. The broadcasters were given a month's briefing at the U. of Missouri School of Journalism.

Stations at which the 18 members of the group are serving internships are KKTV (TV) Colorado Springs, Julian Bentazos, Argentina; KDKA-AM-TV Pittsburgh, Jacy Campos, Brazil; WMC-WMCT (TV) Memphis, Humberto Carrasco, Bolivia; KLZ-TV Denver, Jose Almeida Castro, Brazil; KAKE Wichita, Marcial Chevez, Nicaragua; WHO-TV Des Moines, Dink Trinh Chinh, Viet Nam; KCMO-AM-TV Kansas City, Carlos Coldaroli, Argentina; KOMU-TV, Columbia, Mo., Ruben Fenocchi and Pedro Narancio, Uruguav; KOB-TV Albuquerque, Aluizio Finzetto, Brazil; WOW-TV Omaha, Deinde George, Nigeria; WHBF Rock Island, Ill., M'hamed Kouidi, Tunisia; WSBT South Bend, Ind., Mario Lara, Bolivia; WBKB (TV) Chicago, Eduardo Moreira, Brazil; KRLD-TV Dallas, Guillermo Rubiano, Colombia; KTUL-TV Tulsa, Ilza Silveira, Brazil; WOWO Fort Wayne, Luis Torres, El Salvador; WAAM (TV) Baltimore, Veli Virkkunen, Finland.

Journalism Educators Plan Talks on Radio-Television

THE NATIONAL CONVENTION of the Assn. for Education in Journalism which meets Aug. 23 in Boulder, Colo., has a round table discussion scheduled on radio-television journalism.

The program is divided into four subjects with a lecture and question and answer period on each topic.

Discussion topics and their leaders are: "A Policy of Coexistence for Radio and Tv News," Sheldon W. Peterson, News Director, KLZ and KLZ-TV, Denver. "What We Have Learned About Television Teaching at Missouri," Edward C. Lambert, Assistant to the President (in charge of television), University of Missouri. "What Ought We To Be Teaching?" Mitchell V. Charnley, Prof. School of Journalism, University of Minnesota. "The Cost of Equipping and Maintaining a Television News Laboratory," Baskett Mosse, Chairman, Department of Radio-Tv, Medill School of Journalism, Northwestern University.

Workshop on Farm Tv Scheduled for Sept. 2-4

FIRST workshop covering farm television, with participation by agricultural organizations, network, station, sponsor, agency and educational groups, will be held Sept. 2-4 on the campus of U. of Missouri, Columbia.

Participating organizations are Agricultural Relations Council, American Assn. of Agricultural College Editors, Assn. of Land-Grant Colleges & Universities, National Assn. of Television & Radio Farm Directors and U. S. Dept. of Agriculture. They are cooperating with the National Project in Agricultural Communications and the U. of Missouri.

Facilities of KOMU-TV Columbia, Mo., U. of Missouri station, will be used for demonstrations and recording. Topics to be covered include creative ideas, audience habits and motivation, principles of effective tv, program analysis, solution of tv problems, science programs and ways to improve farm television.

Participants in workshop sessions will include Gerhart Wiebe, CBS research psychologist; Ben Park, NBC public affairs director; William Suchmann, Ford Foundation Television Workshop and visual director of *Omnibus*, CBS-TV; Lynn Poole, producer of ABC-TV *Johns Hopkins Science Review;* George Heinemann, program manager, NBC Chicago; Paul Nelson and William Fisher, Gardner Adv. Agency; G. Herbert True, School of Business & Commerce, U. of Notre Dame, and Stanley Lomas, William Esty Co.

CCNY's Baruch School Offers Expanded Ad Program

FALL TERM at City College of New York's Baruch School of Business, evening session, will offer an expanded advertising program consisting of 24 courses covering all phases of advertising, Dr. John W. Wingate, assistant director in charge of the evening and extension division, has announced. Among the courses will be one on advertising agencies which Dr. Wingate said will familiarize the student with all activities of an advertising agency.

The evening session advertising program is under the supervision of Alfred N. Miller, Alfred N. Miller & Co. Fall term is scheduled to begin Sept. 19. A free career information service and registration will take place Sept. 13-15, 6-8 p.m. at the school, 17 Lexington Ave., New York.

WRCA-AM-TV Fights Juvenile Delinquency

COOPERATIVE project of WRCA-AM-TV New York and the New York City youth board to inform the public on the problems of juvenile delinquency and how each citizen can help combat it was announced last week by Hamilton Shea, NBC vice president in charge of WRCA-AM-TV, and Ralph W. Whelan, executive director of the youth board.

The project will be concerned with a small, unidentified area in New York. Once the youth board determines the needs of the area, the station will cooperate to bring the necessary social services to the residents and the resulting understanding of the problems of the people of the community.

Station executives and personalities will work in the area "to see if the drama of their names and positions can actually change the focus of youthful thinking to constructive channels," Mr. Shea said. He said the stations will supply the necessary funds to conduct the initial survey and to provide the required social services such as referral units and "gang" workers.

WGUY Entertains Orphans

WGUY Bangor, Me., promoted a summer picnic with entertainment for 56 orphans in Bangor. Neil Mack of WGUY planned the affair as the annual good-will gesture of his *Bird Club* program. Station staff members and the Officers' Wives' Club at Dow Air Force Base pitched in to help feed and entertain the kids.

MOST ADVANCED REMOTE CONTROL EVER DESIGNED

GET THE FACTS, WRITE US TODAY

Interested in cutting operational costs? Rust's two new remote control systems can save your radio station thousands of dollars each year! New custom-engineered designs, for both directional and non directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?

RUST industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.

24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

WGR

and in Buffalo Radio means

WGR

NBC Basic Affiliate

Representatives: FREE and PETERS

BMI

"According to the Record"

Continuities for September

A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

September's "*According to the Record*" includes stories about Labor Day, V-J Day, the first test of Edison's electric light bulb, the writing of the Star-Spangled Banner and other significant and entertaining highlights and sidelights of the years past.

BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 11th successful year.

For sample scripts please write to Station Service Department

BROADCAST MUSIC, INC.

589 FIFTH AVE NEW YORK 17 N Y

NEW · BOSTON · CHICAGO · HOLLYWOOD · TORONTO · MONTREAL

IN PUBLIC INTEREST

WFIL-TV's 'Bandstand Parade'

WFIL-TV Philadelphia held its third annual *Bandstand Picnic* on July 28, with proceeds of the event going to the Philadelphia Chapter of the Pennsylvania Assn. for Retarded Children. Guest stars included Les Paul and Mary Ford, and Lou Monte.

KNEB Braves the Storm

KNEB Scottsbluff, Neb., braved a tornado which struck there, in order to broadcast storm warnings. The station broadcast from a mobile unit, and at one point found itself in the direct path of the gust. Taking refuge in a nearby cemetery, the station's crew avoided disaster and continued its broadcast.

WOW Appeals for Blood

WOW Omaha was instrumental in saving the life of a 12-year-old boy in need of a blood transfusion. An appeal was made over the air and response was immediate, making successful surgery possible. Spokesmen from Mercy Hospital there said its switchboard was flooded for two hours with calls from persons wishing to donate.

$40,000 for Muscular Dystrophy

MORE THAN $40,000 was netted for muscular dystrophy by a 17-hour telethon Aug. 6-7 over KOTV (TV) Tulsa, Okla. The program originated from the Tulsa Fairgrounds Arena starting at 10 p.m. Saturday and running until 3 p.m. Sunday. Hollywood and tv stars participating included Margaret Whiting, Jon Hall and Capt. Midnight, in addition to KOTV personalities. Emcee was John Reed King.

Ice Box Campaign

SUCCESSFUL campaign against abandoned ice boxes is being waged by Nancy Price, commentator on *Woman's World* program over WINA Charlottesville, Va. She is asking listeners in the city and surrounding Albemarle County to scout their neighborhoods and report any found to the studio. The first call to the station was received before she went off the air the first day of the campaign. So far the score is 7 ice boxes and one abandoned well removed or made safe. The project is continuing with several reminders a week.

KDKA-TV Aids Lost Girl

A SIX-YEAR-OLD lost girl was reunited with her family after she made an appearance on an 11 p.m. news program over KDKA-TV Pittsburgh. While on an outing with her family earlier in the day she became separated and lost. Police found her wandering around, unable to tell who she was or where she lived. After a vain search for her parents the police took her to KDKA-TV. A neighbor recognized the girl on the program and notified her family.

Sheridan Helps Fight Deportation

PHIL SHERIDAN, early-morning disc jockey on WFIL Philadelphia's *Rise & Shine* program, has volunteered to pay all expenses of a trip to Canada for a young Philadelphia family which has been notified their two-year-old daughter may be deported. The child was born outside the U. S. and under complications of the immigration law is liable for deportation. However, her family may take her to a foreign country for one day, apply for a visa back and then apply for citizenship. Mr. Sheridan has offered to finance the trip with funds he receives for guest appearances at benefits, which he sets aside for just such projects.

MILESTONES

JOHN E. FETZER (r), president of Fetzer stations, presents a "10 year pin" to Bruce Glycadgis, chief engineer of WJEF Grand Rapids, Mich., at Fetzer Broadcasting Co.'s annual "10 Year" party. The party, held July 28 in Kalamazoo, Mich., saw three others join the club, bringing the total enrollment to 19. Those initiated were Evelyn Bertrand, WKZO Kalamazoo continuity dept.; Robert Caley, WKZO engineer, and Carl Collin, farm service director for WKZO.

► DOYE O'DELL, star of *Western Theatre* program, KTLA (TV) Los Angeles, has marked his sixth anniversary with the station.

► L. F. McCARTHY & CO., Cincinnati agency, is marking its 25th anniversary.

► BILL WILLIAMS, VERN MILLS, BILL COLE, RAY LIMBERG, DICK WEHRHEIM, BILL KEPHART, WALTER LANTERMAN, PAUL MOORE, JOHN WHALLEY, WILLIAM MEYER, ED HOLM, JEAN BALUM, ADELE HEMPHILL, ART ELKINS, DOROTHY HORTON, AL OTTO, TOM HORAN, RUTH PASHLEY and WILSON KNIGHT have been inducted into NBC's 25-year club. HARRY MAULE is celebrating 20 years with the network.

► CAYTON INC. is observing its 10th anniversary.

► BOB HARNISH, announcer-disc jockey, WKAT Miami Beach, Fla., begins his 16th year as an air personality this month.

► E. B. RIDEOUT, weather forecaster, WEEI Boston, is celebrating 30 years of broadcasting for the station.

► WWJ Detroit, pioneer radio station, will be 35-years-old Aug. 20.

► WRC Washington, NBC o&o station, has started its 33d year of continuous broadcasting.

► WKBV Richmond, Ind., celebrates its 29th anniversary Sept. 27.

► GREY ADV. is celebrating its 38th birthday.

► The *NEAPOLITAN SERENADE* program on WSTV-AM-TV Steubenville, Ohio, has been broadcast for the 1,000th time on the radio outlet.

TAPE DUPLICATION

Unrivalled capacity, fast complete service. Multiple destination mailings. Experienced engineers. Ampex installations assure quality.

RECORDED PUBLICATIONS LABS

1558-70 Pierce Avenue Camden, N.J.

Cam. WO3-3000 • Phila. WA 2-4649

RADIO, TV ADS SHOW BIG INCREASE

Canadian advertising agencies report an increase in radio and television advertising for the past year while other mediums showed a slight decline.

RADIO AND TELEVISION advertising last year showed the only major increase in commissionable billings from 91 advertising agencies reporting to the Dominion Bureau of Statistics. Radio and tv billings increased from 18.7% of total commissionable billings to 20.9% in 1954, from $26,733,146 in 1953 to $32,283,607 in 1954.

For the first time radio and tv billings were separated, radio accounting for $23,787,920 or 15.4% of total billings, and tv for $8,495,687 or 5.5%.

Total billings were at a record of $156,163,289, up 8.2% over 1953 record of $142,957,916.

The annual report of the Dominion Bureau of Statistics was issued early in August at Ottawa. Billings for advertising in all types of publications dropped to 56.4% from 59.1% in 1953. Other media increased only fractionally to 5.4% from 4.8%, while production, artwork and printing took a drop from 17.4% of commissionable billings to 17.3%.

It is of interest to note that the largest agencies with billings of over $5,000,000 annually, accounted for largest amount of tv advertising placed; 7% of their total billings. This same group had radio billings amounting to 15.2% of their total billings.

The 91 agencies reporting, as against 88 in 1953, showed gross revenue from commissionable billings of $23,229,612, equal to 15% of billings, as against $21,558,551 or 15.1% of gross billings. Net revenue of the agencies in 1954 before income tax deductions dropped to $2,337,648 as compared to $2,959,389 in 1953.

The agencies employed 3,173 people in 1954 as against 2,880 in 1953. Payroll in 1954 was $15,220,278 as against $13,630,975 in the previous year.

'$64,000 Question' Leads July Canadian Tv Survey

TOP 10 Television shows in July, seen in the Toronto area, Canada's most heavily saturated tv set region, according to the Radio-Tv Panel of International Surveys Ltd., Montreal, were *$64,000 Question*, reaching 58% of all tv homes; *I've Got a Secret* 51; *Toast of the Town* 46; *The Millionaire* 43; *What's My Line?* 41; *Climax* 38; *Meet Millie* 35; *Godfrey & His Friends* 34; *Appointment With Adventure* 31, and *Studio One* 28. All these were seen over U. S. stations, except two which were also carried on CBLT (TV) Toronto.

The International Surveys Ltd. report for Montreal shows nine of the first 10 tv shows in July to be French-language shows telecast on CBFT (TV) Montreal, while *Toast of the Town*, rated seventh, was the only show in the top 10 from CBMT (TV) Montreal.

CKWX Builds $250,000 Plant

CKWX Vancouver has started construction of a new $250,000 building to house offices and studios at Burnaby and Burrard Streets there. The new building is to be ready by next spring. It will have five studios, three control rooms, its own power plant and an emergency transmitter. The main floor with offices and studios will cover 9,300 sq. ft. and a lower floor of 10,100 sq. ft. will have a staff lunch room, storage and parking facilities.

Lethbridge Ch. 7 is CJLH-TV; Plans Late October Start

CJLH-TV will be the call letters of the ch. 7 station at Lethbridge, Alta. The station is owned jointly by CJOC Lethbridge and the daily *Lethbridge Herald*. Hugh Buchanan, president of the *Lethbridge Herald*, is president of Lethbridge Television Ltd., and Norman Botterill, manager of CJOC, is managing director of the tv operating company.

CJLH-TV is scheduled to be on the air by late October with Standard Electronics equipment, said to be the first Canadian tv station to use this equipment. The transmitter is being assembled at the Canadian Westinghouse Ltd. plant at Hamilton, Ont., Canadian distributors for Standard Electronics equipment. Studio and offices are now under construction at the northeast edge of Lethbridge.. A stainless steel tower is being erected with a 12-slot Alford antenna, reported to be the first to be used in Canada.

Jingles For Local Sale Promoted By Canadians

JINGLES for local sponsorship are being released to participating stations of the Canadian Assn. of Radio & Television Broadcasters to push the sale of various commodities. The first series deals with shoes.

There will five recorded jingles in the first series. Each runs about 15 to 20 seconds, and has space of 7 to 10 seconds for a local advertisement. The Shoe Mfrs. Assn. of Canada and the Shoe Retailers Assn. have been notified of these recorded jingles as have all shoe manufacturers and retailers.

Each station taking the disc can sell the jingles plus appropriate agency-prepared or locally-prepared spot announcements to manufacturers, distributors or retailers of shoes.

CARTB plans other discs for men's and women's clothing and other commodities.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
579 Fifth Ave., New York
About the
Maritimes Busiest Station
5000 WATTS

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

WTVD
Durham-Raleigh
now has
216,580
TV SETS (source: Television Magazine)
More Sets than
PORTLAND, Ore.
or
RICHMOND, Va.
WTVD
Durham-Raleigh
CHANNEL 11
NBC - ABC
Call HEADLEY-REED

INTERNATIONAL

Three Canadian Tv's, CBC Form Tv Newsfilm Cooperative

CANADIAN Television News Film Cooperative has been formed by CFQC-TV Saskatoon, Sask., CFPL-TV London, Ont., CKCW-TV Moncton, N. B., and the Canadian Broadcasting Corp., Toronto. Temporary address is Box 476, Postal Terminal A, Toronto, Ont., Membership is open to all Canadian tv stations who are prepared to develop tv news operations.

The cooperative intends to distribute about 10 minutes of film daily to its members, including coverage of international and domestic events. Distribution of newsfilm has started, with each station filming events in its own area and distributing footage through the cooperative's Toronto headquarters at CBC, 354 Jarvis St.

Walter Blackburn, CFPL-TV London, has been appointed provisional chairman and other officers are F. A. Lynds, CKCW-TV Moncton, G. B. Nelson, CFQC-TV Saskatoon and Gunnar Rugheimer of CBC.

CJLH-TV to Join CBC

CJLH-TV Lethbridge, Alta., will join the Canadian Broadcasting Corp. television network about October 15, according to an announcement from the CBC commercial department. The ch. 7 station will operate on 102.8 kw video, 57.7 kw audio. Class A rates will start at $160 per hour.

CJLH-TV will be represented by All-Canada Television, Toronto. Norman Botterill is CJLH-TV managing director and R. A. Reagh is technical director.

BIG VOICE IN SPORTSLAND

WJPG

People in Northeastern Wisconsin like Action

Buying Action! Sports Action!

Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

5,000 Watts Daytime

500 Watts Night

MBS • GREENBAY, WIS.

Represented by Burn-Smith Company

PROGRAMS & PROMOTION

KMA SERENADES RUSSIANS

DURING the Russian farm delegation's tour to Shenandoah, Iowa, Dick Mills of KMA there supplied the group a little of the Motherland atmosphere. The group had paused under a grove of trees to enjoy some watermelon when Mr. Mills in a nearby sound truck blared out in Russian, "Gentlemen, this is Dick Mills, representing KMA here in Shenandoah. We hope that you are enjoying your watermelon and your visit. We would like to extend to you all feelings of goodwill and hope to do so with this message in music." The announcement was followed by 15 minutes of selected Russian music on record. The group enjoyed the music so much they stayed overtime to hear all of it although they were on a tight schedule. In the words of the delegation leader, Vladimir Maskevich, Soviet deputy minister of agriculture, "This is one of the finest surprises the hospitable people of Iowa have shown us. It is wonderful."

'YOU'RE IN STYLE'

NATIONAL GUARD is distributing to disc m.c.'s a new 78 rpm pressing of "You're in Style," the Guard public-service singing jingle, featuring such recording artists as Kitty Kallen, Betty Madigan, Les Elgart, Woody Herman and Pee Wee King. The new disc features all new arrangements and new artists.

WDEF MOUSETRAP

WDEF-AM-TV Chattanooga, Tenn., has sent to advertisers and agencies a paper holder resembling a mousetrap. The holder has plastic base with a gold-colored mousetrap spring. Perched on the spring is a red-eared, red-nosed, black-eyed, gold mouse. An attached memo states, "Here it is—the Better Mouse Trap to snare your notes beneath the snap," including notes on the Hooper and Pulse ratings of the stations.

SALUTE TO 'MONITOR'

BAY STATE Raceway in Roxboro, Mass., staged a $5,000 "Monitor Pace" July 30 as a special salute to *Monitor*, NBC Radio's weekend program. The race was carried on *Monitor*. The winner was awarded a trophy and a horse blanket bearing the words, "The Monitor Pace."

CHURCH KEYS AND DELINQUENTS

TO BRING attention to its *Focus on Delinquency* series, KNXT (TV) Los Angeles distributed a beer can opener to viewers. An attached card read, "Exhibit A: Church key. Case: Sammy Jones. Age: 13. Charge: Attack with a deadly weapon. You know Exhibit A as a beer can opener. But there are children who file the edges sharp and call it a church key—a most effective weapon. Church keys and the problem they represent—juveniles in a delinquent society—will be the subject on a series of telecasts premiering on KNXT . . . Watch for it. We believe it will be worth watching."

'PRESS PERSPECTIVE'

ABOUT 30 programs devoted to the study of today's press and its role in the dissemination of news, influence on public opinion and public service aspects were aired last fortnight by WNYC-AM-FM New York. Among persons appearing on the series, *Press Perspective*, were Irving Gitlin, CBS public affairs director; Ben Grauer, NBC newscaster; Faye Emerson, radio-tv personality and tv columnist, and Gabe Pressman, WRCA New York reporter.

KNCO AND PREMIERE

WHEN Universal-International Pictures' "The Private War of Major Benson" held its world premiere in Manhattan, Kan., KNCO there was the only station in the state granted interview time with its stars, the outlet reports. Stars Julie Adams and Tim Hovey, a new child actor, were both interviewed by Bob Emery, KNCO manager. In connection with the premiere, two boys from Lynn, Mass., were flown to Manhattan as guests of CBS Radio and CBS-TV's *Strike It Rich* program and U-I Pictures and received one half of the movie's first-showing proceeds. Also, the mayor of Udall, Kan., recently struck by a tornado with 83 lives lost, attended the show and received one half of the proceeds. Both the youngsters and the mayor were interviewed by Mr. Emery.

WRESTLING FROM A STUDIO

WRESTLING matches from a studio rather than from a sports arena has been inaugurated by WABD (TV) New York with an hour-long contest between Pat O'Connor and Antoine Leone last month. Other contests are being televised. The ring is in studio 5 of DuMont Television Network's Telecenter. Commentary is handled by Marty Glickman. The matches are staged with the approval of the State Athletic Commission.

KOB AT LOS ALAMOS

KOB-AM-TV Albuquerque, N. M., took a microphone and tape recorder to the Los Alamos Scientific Labs for a tour and interviews. Flown to Los Alamos for the tour, made possible by Frank Waters, head of the KASL public relations staff, were Tom Doyle, KOB news director; Mike Dillon, KOB program director, and George Morrison, KOB-TV news director. Mr. Doyle interviewed Dr. Norris Bradbury, director of the secret installation, and others of his staff. They interpreted demonstrations of atomic research instruments in the lab's "Atoms for Peace" program. The tape was edited down to an hour and aired over KOB. A repeat broadcast was made due to listener demand. Portions of the tape also were broadcast on NBC Radio's *Monitor*.

WNMP AIRS GOLF

WNMP Evanston, Ill., independent outlet, aired complete coverage of the Tam O'Shanter International and World Championship golf tournaments Aug. 4-14. Series of 100 programs (scores, interviews and play-by-play) were sponsored by Chrysler-Plymouth on Devon, Chicago automobile dealer. Larry Attebery, WNMP special events director, supervised the coverage.

'MOTORAMIC SPECTACULAR'

COMBINATION auto sale and variety show billed as a "motoramic spectacular" was telecast two weeks ago by WKNB-TV New Britain, Conn. Point of origination for the eight-hour telecast was Grody's Auto Mart, where an estimated 10,000 persons gathered for the production. Throughout the program, automobile sales were made on-camera. Customers selected the cars they wanted and drove off with temporary registrations, leaving their trade-ins behind. As an extra sales feature, every half-hour an older car was auctioned off.

GUGLIELMI's Italian Dressing becomes the first food packager to use WNDU-TV South Bend, Ind., with this purchase of *Mother's Movies* for 13 weeks on a participating basis. L to r: Tom Hamilton, WNDU-TV sales manager; Ralph Guglielmi, sales manager for the firm and former Notre Dame football star, who is now the property of the Washington Redskins professional football team; Louis C. Murphy, general manager of the firm, and Jack Gordon, food distributor. The product, developed by Mr. Guglielmi's mother, is distributed in Ohio by the Atlantic & Pacific Tea Co., Kroger's, IGA and Big Bear Stores.

NEWSMEN AT ARGONNE

RADIO, television and other news media in Chicago were invited to attend a special press conference Aug. 5 at Argonne National Lab, Lemont, Ill. Reporters, cameramen and other media representatives heard discussions of four major topics including Argonne's contributions to the recent Geneva conference and peaceful uses of atomic energy.

'SATELLITE MOON' REPORT

NBC-TV Aug. 6 presented a special report on the mechanics and significance of the government's program to launch a "satellite moon" into space. Titled "The First Step Into Space," the report featured Dr. Athelstan F. Spilhaus, named by President Eisenhower as one of the men who will design the satellite. Dr. Spilhaus explained the type of information scientists hope to obtain from the flight and the significance of the whole program as an example of the free international exchange of scientific data.

CONTEST DRAWS OVER 250,000

OVER a quarter of million entries were drawn in a giveaway contest conducted through the Gaddabout Gaddis fishing show on WMUR-TV Manchester, N. H., the station reports. The contest ran 13 weeks and first prize was a new Chevrolet auto. Mr. Gaddis has given away over 32,000 booklets on spinning, fly casting and fishing pointers, WMUR-TV says.

FIVE-MINUTE WOMEN'S SHOWS

WCOP Boston has started a new idea in women's programming under which personality Mildred Bailey will be spotted at various times throughout the day with five-minute capsules of music, fashion and food news. Miss Bailey also has a regular daily program on the station.

AWFUL, AWFUL

AN AWFUL, awful thing befell some folks in New York City last week—and on a day when the temperature was awful high to begin with. In the midst of a torrid Tuesday, WAAT-AM-FM Newark distributed a new drink marketed by Bond Ice Cream Co. under the name Awful Awful. In less conspicuous lettering on the drink's 27-ounce container is a more explicit description — "it's a drink — awful big, awful good." Awful Awful recently signed for sponsorship of the *Bob Brown Show* on WAAT.

WLIB AIRS CHORAL MUSIC

WLIB New York Aug. 7 broadcast the major selections sung by the Zionist Chorale Society during the International Choir Festival held last month in Israel. Some 1,500 singers from Israel and 1,000 from American and European countries participated and performed in major cities.

TEENAGE BOWLERS ON WBBM-TV

SERIES of programs to bring viewers top teenage bowlers in the Chicago area has been initiated by WBBM-TV there. Titled *Teen-Pinners,* the show brings together high school bowlers in a round-robin contest for seven weeks, with a first-place award of $500 for the purchase of sporting equipment for youth groups or boys' clubs. Other prizes are $250, $100, $50 and trophies. The high scorer of each game also receives a $25 check, to be donated to the contestant's favorite charity. The station reports methods used in distributing money and trophies will not jeopardize the students' amateur standings.

WCBS-TV SCHEDULES 'FUGITIVE'

EXCLUSIVE tv rights to *The Little Fugitive,* prize-winning feature film, have been purchased for the New York area by WCBS-TV New York, William C. Lacey, manager of the station's film department, has announced. The station plans to telecast the films on *The Late Show* and *The Early Show* early in the fall. In 1953 the film won the Silver Lion Award at the Venice Film Festival and an Academy Award nomination as the best original film play. Tv distribution is handled by Standard Television Inc., New York.

INDIAN CEREMONY ON CJOC

WHEN Canadian Trade & Commerce Minister C. D. Howe became an honorary chief of the Kanai Blood Indian clan July 29, CJOC Lethbridge, Alta., recorded and broadcast the ceremony via shortwave to the station from the Blood Indian reserve at Belly Butte, Alta. The tape recording was edited and put on a 33-1/3 disc and presented to the Canadian cabinet minister by CJOC in an inscribed, hand-carved leather folder. The recording carried the tom-tom beating of the Blood Indian sun dance ceremonies, part of the chieftainship initiation.

HALF-HOUR 'COMMERCIAL'

ONE-HALF hour "commercial" was staged weekly for four weeks on CKCW-TV Moncton, N. B., with outstanding success, the station reports. Three local sponsors, the Acadian Beauty Shoppe, Peake's Women's Wear and Lister's Shoe Store, combined to present a fashion show, *From Head to Toe,* from the station's studios with backdrops creating the illusion the action was taking place at the respective business establishments. The program was divided into three equal portions to show hairstylings at the Acadian, fashions at Peake's and shoes at Lister's. As a direct result, CKCW-TV says, sales reached a record high for the sponsors and a new series is planned for fall. In addition, a fur salon is discussing plans for a fur fashion show in the fall.

L. B. Wilson INCORPORATED WCKY CINCINNATI O.

*81.4% of radio homes in the Cincinnati area listen each week to

WCKY

High Penetration & Low Rates puts your advertising message into the greatest number of Cincinnati homes at the LOWEST POSSIBLE COST

* Pulse C.P.A. Dec. 1954

Station Authorizations, Applications

(As Compiled by B • T)

August 4 through August 10

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchonous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis. — visual. kw — kilowatts. w — watts. mc — megacycles. D—day. N—night. LS—local sunset. mod. — modification. trans. — transmitter. unl. — unlimited hours. kc — kilocycles. SSA — special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of July 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,724	525	140
Cps on air	24	13	321
Cps not on air	125	17	123
Total on air	2,748	538	461
Total authorized	2,873	555	584
Applications in hearing	149	3	162
New station requests	201	4	17
New station bids in hearing	91	0	109
Facilities change requests	134	5	33
Total applications pending	703	101	235
Licenses dcleted in July	0	3	0
Cps deleted in July	1	0	1

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through August 10

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,748	2,728	149	206	91
Fm	538	525	30	4	0

Tv Summary Through August 10

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	321	612[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	318	301	419
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	953	337	749	540	1,290[2]
Noncom. Educ.	60		32	28	60[3]
Total	1,113	337	781	568	1,350[4]

[1] 145 Cps (30 vhf, 115 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 645 already granted.

FCC ANNOUNCEMENTS

Existing Tv Stations . . .

PETITIONS

WOBS-TV Jacksonville, Fla.—Petitions FCC to amend sec. 3.606 to effect partial de-intermixture of Jacksonville by changing educational reservation for that city from ch. 7 to ch. 12 moving ch. 7 from Jacksonville, to Savannah, Ga., and by allocating to Jacksonville uhf ch. 46, 52, and 58. Further, if presently pending Storer-Gerico petition to de-intermix Miami is granted petitioner also requests ch. 7 be allocated to Orlando, Fla. Announced Aug. 5.

WNOW-TV York, Pa.—Petitions FCC to amend sec. 3.606 so as to delete ch. 49 from York, Pa., and add 21; delete ch. 21 from Lancaster, Pa., and add 49; and also requests WNOW-TV and Harold C. Burke (WWLA Lancaster, Pa.) be ordered to show cause why their outstanding authorizations for ch. 49 and 21 should not be modified to specify operation on ch. 21 and 49. WTPA (TV) Harrisburg, Pa., (ch. 71) had previously petitioned FCC to move ch. 21 to Harrisburg. Announced Aug. 5.

APPLICATIONS

KWWL-TV Waterloo, Iowa—Seeks mod. of cp to change ERP to 213 kw aural and make minor ant. changes. Ant. height above average terrain 1,124 ft. Filed Aug. 5.

KZTV (TV) Reno, Nev.—Seeks mod. of cp to change ERP to 11.9 kw visual, 6.2 kw aural, change trans. location to peak of Slide Mt., Washoe County, Nev., change ant. and make other equipment changes. Ant. height above average terrain 2,924 ft. Filed Aug. 5.

WSPD-TV Toledo, Ohio—Seeks mod. of cp to change trans. location to ⅛ mile South of Latchie Rd., 1⅞ miles, 22½° East of Genoa, Clay Township, Ohio, make ant. and equipment changes. Ant. height above average terrain 965 ft. Filed Aug. 5.

KONA (TV) Honolulu, Hawaii—Seeks mod. of cp to change ERP to 55.3 kw visual, 33.2 kw aural, change trans. site to Queen and Auahi Sts., Honolulu, T. H. Make ant. and minor equipment changes. Ant. height above average terrain minus 247 ft. Filed Aug. 5.

APPLICATION AMENDED

WSLA (TV) Selma, Ala.—Amends application to specify studio location as on west side of U. S. 80, immediately across Edmund Pettus Bridge from Selma, Ala. Amended Aug. 5.

CALL LETTERS ASSIGNED

WTVH (TV) Peoria, Ill.—Hilltop Bcstg. Co., ch. 19. Changed from WTVH-TV.

KOSA-TV Odessa, Tex.—Odessa Television Co., ch. 7.

New Am Stations . . .

APPLICATION RETURNED

Selmer, Tenn.—Shiloh Bcstg. Co. application for cp to operate on 1010 kc, 500 w D returned to applicant; incorrectly dated. Returned Aug. 5.

APPLICATIONS

Pell City, Ala.—St. Clair Bcstg. System, 1430 kc, 1 kw D. Post office address Box 1662, Birmingham, Ala. Estimated construction cost $14,431, first year operating cost $16,500, revenue $30,000. Principals in general partnership are: **William D. Frink** (50%), used car dealer; **Fred L. Kelley** (20%), grocer; **John H. Haynes** (20%), engineer WMLS Sylacauga, Ala., and **Glinn Pruitt** (10%), painter. Filed Aug. 4.

Homestead, Fla.—Redland Bcstg. Co., 1430 kc, 500 w D. Post office address 817 Dixmington, Lakeland, Fla. Estimated construction cost $8,386, first year operating cost $36,000, revenue $40,000. Principals include Pres.-Treas. **Duane F. McConnell** (49%), 33.3% owner WONN Lakeland, Fla., and Vice Pres.-Sec. **Robert S. Taylor** (49%), 33.3% owner WONN. Filed Aug. 4.

Starke, Fla.—Radio Starke, 800 kc, 250 w D. Post office address 28 Montrose Ave., Athens, Ohio. Estimated construction cost $9,800, first year operating cost $24,000, revenue $30,000. Principals are: **James D. Sinyard** (50%), 10% owner WKOV Wellston, Ohio, and part owner WSTN St. Augustine, Fla.; **William M. Harding** (25%), news director, WATH Athens, Ohio, and **J. C. Leuschel** (25%), construction engineer. Filed Aug. 8.

Henderson, Tex.—Wes Dean & Co., 1470 kc, 500 w D. Post office address Box 219, Henderson. Estimated construction cost $7,966, first year operating cost $18,000, revenue $28,000. Principals are: **Wesley R. Dean** (50%), announcer KGRI Henderson and KTVE (TV) Longview, Tex.; **Wilton W. Freeman** (25%), and **Lynn J. Roy** (25%), who each own 50% of Lynn Roy Radio Co. Filed Aug. 10.

Salt Lake City, Utah—Frank C. Carman, 690 kc, 1 kw D. Post office address 2480 Walkers Lane, Salt Lake City. Estimated construction cost $35,100, first year operating cost $96,000, revenue $120,000. Mr. Carman is 25% owner KUTA Salt Lake City (he will divest himself of this interest should present application be granted); has 37½% interest in KGEM Boise, Idaho; 18.75% interest in KLIX Twin Falls, Idaho, 18.75% interest KIFI Idaho Falls, Idaho, part interest in KWIK Pocatello, Idaho, 25.125% interest in KOPR Butte, Mont., and 22% interest Rocky Mountain Bcstg. System, time sales agency for KUTA and KGEM. Filed Aug. 10.

APPLICATIONS AMENDED

Tampa, Fla.—Polly B. Hughes amends application for cp for am station to be operated on 1590 kc, 1 kw D, to specify frequency of 1600 kc. Filed Aug. 4.

Sandersville, Ga. — Washington Bcstg. Co. amends application to operate on 1490 kc, 250 w, unl. to specify changes in ant. system (decrease height). Amended Aug. 10.

Hazard, Ky.—Perry County Bcstg. Co. amends application for new standard station on 1390 kc, 1 kw D to change name of applicant to Claude P. Stephens, attorney, and Frank L. Jones d/b as Perry County Bcstg. Co.; increase power to 5 kw, change ant.-trans. and studio locations to on State Route 80, three miles West of Hazard. Amended Aug. 5.

Hopkins-Edina-St. Louis Park, Minn.—Radio Suburbia Inc. amends application for cp to operate on 950 kc, 1 kw D with DA to delete Kenneth Peterson as participant in applicant. Amended Aug. 10.

Wolf Point, Mont.—Amends application for cp for am station to operate on 1490 kc, 250 w, unl. to specify 1450 kc and add contingent on KEYZ Williston, N. D., change of frequency. Amended Aug. 8.

Hobbs, N. M.—Permian Basin Radio Corp. amends application for cp to operate on 1050 kc, 250 w D to specify 1330 kc, 1 kw. Amended Aug. 10.

Chambersburg, Pa.—James R. Reese Jr. amends application for cp to operate on 690 kc, 250 w D to specify changes in ant. system. Amended Aug. 10.

Existing Am Stations . . .

PETITION

WKBS Mineola, N. Y.—Petitions FCC request-

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

111 West Monroe • Chicago 90, Illinois, RA 6-4256

ing (1) Class 1-b am stations operating on 1500 kc and above be required to reduce power and operate so their maximum power in forward plane of their DA system does not exceed field greater than that of non-DA in said forward direction; and (2) Class 1-b am stations and all other stations operating in bands between 1500 and 1600 kc be directed immediately to use not greater than .52 wavelength radiators, to prevent purposeful radiation of strong intermittent skywave energy over very wide areas, during transition period from day to night and from night to day. Announced Aug. 5.

APPLICATION RETURNED

WOKO Albany, N. Y.—Application for cp to operate on 1460 kc from midnight to sunrise with 500 w non-DA returned to applicant. Not consistent with 3.63 of FCC rules. Returned Aug. 10.

APPLICATIONS

WCTA Andalusia, Ala.—Seeks cp to increase power from 1 kw D to 5 kw D. Filed Aug. 5.

WTOK Meridian, Miss.—Seeks cp to change from 1450 kc, to 1010 kc; power from 250 w to 10 kw D, 500 w N, change trans. location and install DA-2 for day and night use. Filed Aug. 5.

WEW St. Louis, Mo.—Seeks cp to change ant.-trans. and studio locations to approx. one mile northeast of East St. Louis, Ill., and De Soto Hotel, 11th and Locust Sts., St. Louis, Mo., respectively, and operate trans. by remote control. Filed Aug. 5.

KEYZ Williston, N. D.—Seeks cp to change from 1450 kc to 1340 kc. Filed Aug. 5.

WATO Oak Ridge, Tenn.—Seeks cp to change trans. and studio location to S. Purdue Ave., Oak Ridge, Tenn., and 253 Main St., East Oak Ridge, Tenn., respectively, and operate trans. by remote control. Filed Aug. 5.

WNEL Caguas, P. R.—Seeks cp to change from unl. to D. Change from 1450 kc, to 640 kc; increase from 250 w to 5 kw and make changes in ant. system. Filed Aug. 5.

WIPR Santurce, P. R.—Seeks mod. of license to change station location from Santurce, P. R. to San Juan, P. R. Filed Aug. 10.

APPLICATIONS AMENDED

WBSM New Bedford, Mass.—Amends application for cp to change frequency from 1230 kc to 1420 kc; increase power from 100 w to 1 kw; install DA-1 and change ant.-trans. location to specify changes in DA. Filed Aug. 4.

WBEC Pittsfield, Mass.—Amends application for cp to change from 1490 kc to 1420 kc; increase power from 250 w to 1 kw; install DA-2 and change ant.-trans. location to specify DA changes and request waiver of 3.28 (c) of FCC rules. Amended Aug. 10.

CALL LETTERS ASSIGNED

KOZE Lewiston, Idaho—Lewis Clark Bcstg. Co., 950 kc, 500 w D.

WCMR Elkhart, Ind.—Clarence C. Moore, 1270 kc, 500 w D.

WBVL Barbourville, Ky.—Brown Radio & Television Co., 950 kc, 1 kw D.

WKTQ South Paris, Me.—Oxford Bcstg. Corp., 1450 kc, 250 w unl.

WAMM Flint, Mich.—Binder-Carter-Durham Inc., 1420 kc, 500 w D.

KDEX Dexter, Mo.—Dexter Bcstg. Co., 1590 kc, 1 kw D.

KUSN St. Joseph, Mo.—Broadcast Group Inc., 1270 kc, 1 kw D.

KOFI Kalispell, Mont.—Flathead Valley Broadcasters, 980 kc, 1 kw D.

KVNW Fargo, N. D.—Northwestern Schools, 900 kc, 1 kw D.

WHOT Campbell, Ohio—Myron Jones, 1570 kc, 250 w D. Changed from WFAB.

WMLP Milton, Pa.—John S. Booth, 1570 kc, 1 kw D.

KMIL Cameron, Tex.—Milam County Bcstg. Service, 1330 kc, 500 w D.

WBFY Charlottesville, Va.—Lawrence Lee Kennedy, 1010 kc, 250 w D.

WDUX Waupaca, Wis.—Dorothy J. Laird, 800 kc, 500 w D.

Existing Fm Stations . . .

APPLICATION

KFML (FM) Golden, Colo.—Seeks mod. of license to change studio site from on Lookout Mt., near Golden, Colo., to 262 Fillmore St., Denver, Colo. Filed Aug. 5.

CALL LETTERS ASSIGNED

WCMR-FM Elkhart, Ind.—Clarence C. Moore, 95.1 mc, 4.4 kw. Changed from WCMR (FM).

WCBE (FM) Columbus, Ohio—Columbus Ohio Board of Education, 88.9 mc, 17.5 kw.

KAMC-FM Stillwater, Okla.—Radio & Television Services, Okla. A&M College, 91.7 mc, 380 w.

Ownership Changes . . .

APPLICATION RETURNED

KSPA Santa Paula, Calif.—Application for assignment of license to Juan G. Salas returned to applicant; incorrectly dated. Returned Aug. 5.

APPLICATIONS

WPFH (TV) Wilmington, Del.—Seeks assignment of cp and license from WDEL Inc. to Paul F. Harron and assignment of cp and license from Paul F. Harron to WPFH Bcstg. Co. (Contingent on grant of application for assignment of cp and license to Paul F. Harron.) Corporate change; no change in control. Filed Aug. 10.

WRCD Dalton, Ga.—Edwin B. Jordan seeks acquisition of 50% ownership of station through purchase for $8,500 of 25% interest held by Kenneth Flynt. Mr. Jordan presently owns 25%. Filed Aug. 10.

WBHB Fitzgerald, Ga.—Seeks transfer of control from Otto Griner to H. C. Vaughn and Paul E. Reid for $50,000. Mr. Vaughn has furniture store interest and Mr. Reid is salesman-commercial manager of WBHB. Filed Aug. 5.

WGHF (FM) New York, N. Y.—Seeks transfer of control from Air Music Inc., wholly-owned subsidiary of Muzak, to Muzak; corporate change only. Filed Aug. 5.

Hearing Cases . . .

INITIAL DECISION

Orlando, Fla.—Hearing Examiner Basil P. Cooper issued initial decision looking toward grant of application of WORZ Inc., for new tv station to operate on ch. 9 in Orlando, Fla., and denial of competing application of Mid-Florida Television Corp.

Price, Utah—Hearing Examiner Elizabeth C. Smith issued initial decision looking toward denial of application of George G. Platis and Robert E. Hawley d/b as Carbon Emery Bcstg. Co. for new am to operate on 1490 kc, 250 w, unl. in Price. (Grant on Sept. 16, 1953, of Carbon Emery application for new am to operate on 1340 kc, 250 w, unl. was protested by Uintah Bcstg. & Television Co. [KJAM] Vernal, Utah, and effective date of grant was postponed pending hearing. Application was later amended to specify 1490 kc.) Announced Aug. 8.

Routine Roundup . . .

August 4 Decisions

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to and including Aug. 11 within which to file answers or comments on petitions to change issues in proceeding re applications of KOB Albuquerque, N. M., as well as petition by KWBU Corpus Christi, Tex., to intervene and petition of KXA Seattle, Wash., for consolidation of its pending application in this proceeding; time for filing replies to such comments extended to Aug. 22. (Action taken 8/1.)

By Commissioner Robert E. Lee

Hartford, Conn.—Travelers Bcstg. Service Corp., Hartford Telecasting Co. Inc.—Granted petition of Hartford Telecasting for extension of time to and including Aug. 8 within which all parties may file reply briefs to exceptions to initial decision in re ch. 3.

By Hearing Examiner Annie Neal Huntting

Mercer Bcstg. Co., Trenton, N. J., Drew J. T. O'Keefe, et al, Levittown-Fairless Hills, Pa.—Scheduled further hearing for Sept. 6 in re applications for new am stations.

Miners Bcstg. Service Inc., Ambridge, Pa., Louis Rosenberg, Tarentum, Pa., Somerset Bcstg. Co., Painesville, Ohio—Hearing examiner, on her own motion, continued hearing from Sept. 13 to Sept. 15, in re am facilities.

Parma-Onondaga, Mich.—Ordered, pursuant to directions stated on record July 28, that following dates are designated for further proceedings in re applications of Triad Television Corp., et al, for ch. 10, Parma-Onondaga, Mich.: Sept. 1, 2, 9, 12, 13, 14; Sept. 26 to Oct. 10, both inclusive, and Oct. 24 to Nov. 23, inclusive.

WKPA New Kensington, Pa.—Granted petition to make changes in and additions to sec. IV of its am application. (Action of 7/29.)

By Hearing Examiner H. Gifford Irion

Charlotte, N. C.—Radio Station WSOC Inc., Piedmont Electronics & Fixture Corp., Carolinas' Tele. Corp.—Granted petitions of applicants to correct transcript in proceeding re ch. 9, except for certain changes in WSOC's and Piedmont's petitions. (Action of 8/1.)

Taylor Bcstg. Co., Colorado Springs, Colo., Garden of the Gods Bcstg. Co., Manitou Springs, Colo.—Denied petition of Taylor to change place of hearing from Manitou Springs to Washington, D. C., in re applications for new am stations. (Action of 7/26.)

August 4 Applications

ACCEPTED FOR FILING

License to Cover Cp

KLEN Killeen, Tex.—Amends application for license to cover cp which authorized new standard station to change name of applicant to Highlite Bcstg. Co.

Remote Control

KYES Roseburg, Ore.

Modification of License

KENN Kenedy, Tex.—Seeks mod. of license to change station identification from Kenedy, Tex., to Kenedy and Karnes City, Tex.

August 5 Applications

ACCEPTED FOR FILING

License to Cover Cp

WCEM Cambridge, Md.—Seeks license to cover cp with authorized increased power.

KBTK Missoula, Mont.—Seeks license to cover cp which authorized new standard station.

WBRV Boonville, N. Y.—Seeks license to cover cp which authorized new standard station.

KTXL San Angelo, Tex.—Resubmits application for license to cover cp which authorized erection of new ant. and mount tv ant. on top, change studio location.

WFLA-FM Tampa, Fla.—Seeks license to cover cp (which replaced expired permit which authorized changes in licensed station).

Modification of Cp

KAUS Austin, Minn.—Seeks mod. of cp (which authorized mounting tv ant. on East tower) for extension of completion date.

KWHO Salt Lake City, Utah—Resubmits application for mod. of cp (as mod. which authorized new standard station) for extension of completion date.

KOVR (TV) Stockton, Calif.—Seeks mod. of cp for extension of completion date to 2-6-56.

WNDU-TV Notre Dame, Ind.—Seeks mod. of cp for extension of completion date to 12-1-55.

WJMR-TV New Orleans, La.—Seeks mod. of cp for extension of completion date.

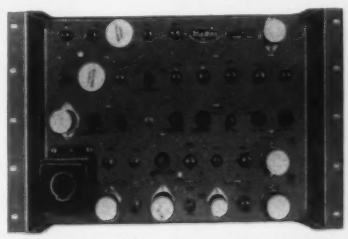
WKAR-TV East Lansing, Mich.—Seeks mod. of cp to change name of licensee to State Board of Agriculture.

Wickes

AMPLITUDE LINEARITY TESTER

The ALT-2 is a linear staircase generator for differential gain checks of television systems or individual units. Supplies composite video signal with adjustable sync pulse, blanking level, and staircase amplitude. Steps variable from 3 to 14. Step exponent 1.0 to 2.75. Internal r-f modulates steps from 1.0 mc to 3.75 mc.

Write for descriptive literature.



Modulating steps with studio 3.58 subcarrier permits simultaneous differential phase and amplitude measurements using a Wickes VDE-3A Vector Display Equipment.

Wickes ENGINEERING AND CONSTRUCTION COMPANY

ESTABLISHED 1920

12TH STREET AND FERRY AVENUE CAMDEN 4, NEW JERSEY

WCOC-TV Meridian, Miss.—Seeks mod. of cp for extension of completion date to 2-12-56.
WLOS-TV Asheville, N. C.—Seeks mod. of cp for extension of completion date to 2-9-56.
WAIM-TV Anderson, S. C.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to 2-14-56.

Remote Control

WATO Oak Ridge, Tenn.; KFML (FM) Golden, Colo.

Renewal of License

WHFB-FM Benton Harbor, Mich.; WOMC (FM) Royal Oak, Mich.; WCOL-FM Columbus, Ohio; WKRC-FM Cincinnati, Ohio; WXYZ-TV Detroit, Mich.; WJBK-TV Detroit, Mich.; WCPO-TV Cincinnati, Ohio; WCET (TV) Cincinnati, Ohio.

Subsidiary Communications Authorization

WFLY (FM) Troy, N. Y.

Cp

WPGT (TV) Tampa, Fla.—Seeks cp for replacement of cp (which authorized new tv station).

August 8 Applications

ACCEPTED FOR FILING

Modification of Cp

KCHJ Delano, Calif.—Seeks mod. of cp (which authorized change hours of operation, change power, install DA-2) for extension of completion date.
WNOK-TV Columbia, S. C.—Seeks mod. of cp to extend completion date to 2-25-56.
WMTV (TV) Madison, Wis.—Seeks mod. of cp to extend completion date to 10-27-55.
WKAB-TV Mobile, Ala.—Seeks mod. of cp to extend completion date.
WTOC-TV Savannah, Ga.—Seeks mod. of cp to extend completion date to 2-26-56.
WTVO (TV) Rockford, Ill.—Seeks mod. of cp to extend completion date to 2-24-56.
WFBM-TV Indianapolis, Ind.—Seeks mod. of cp to extend completion date to 10-31-55.
WLBC-TV Muncie, Ind.—Seeks mod. of cp to extend completion date to 3-1-56.
WHYN-TV Springfield, Mass.—Seeks mod. of cp to extend completion date to 2-28-56.
KVOO-TV Tulsa, Okla.—Seeks mod. of cp to extend completion date to 2-24-56.

Remote Control

WNAE Warren, Pa.; WAGC Chattanooga, Tenn.

Renewal of License

WOHP Bellefontaine, Ohio; WJW Cleveland (amended to change name to Storer Bcstg. Co.); WBRI (FM) Detroit, Mich.; WSAM-FM Saginaw, Mich.; WJIM-TV Lansing, Mich.

Subsidiary Communications Authorization

WLDM (FM) Oak Park, Mich.

License to Cover Cp

WGSA Ephrata, Pa.—Seeks license to cover cp which authorized new standard station.
KBRK Brookings, S. D.—Seeks license to cover cp which authorized new standard station.
WHAM-TV Rochester, N. Y.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

Application Returned

WHAM-TV Rochester, N. Y.—Application to extend completion date to 12-1-55 returned in view of acceptance for filing of application for license to cover cp.

August 9 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

WFPA Fort Payne, Ala.—Granted petition for extension of time to and including Aug. 11 to file exceptions to initial decision.

By Comr. E. M. Webster

Radio Fort Wayne Inc., Anthony Wayne Bcstg., Ft. Wayne, Ind.—Granted joint petition for extension of time to and including Sept. 12 to file memorandum briefs in re Dockets 10420-10425.
Travelers Bcstg. Service Corp., Hartford Telecasting Co., Hartford, Conn.—Granted motion of Travelers for leave to file reply brief not to exceed 100 pages, in re Dockets 8621, 10699.

By Hearing Examiner Annie Neal Huntting

Granted petition of Mich. State Board of Agriculture requesting leave to amend tv application for ch. 10 at Onondaga, Mich., to specify change in corporate name and address, etc.

By Hearing Examiner H. Gifford Irion

WOI Ames, Iowa.—Examiner, on his own motion continued hearing from Sept. 7 to Oct. 17.

Upon hearing examiner's own motion, continued hearing scheduled for Sept. 19 to Nov. 28, in re applications of The Delsea Broadcasters, Pitman-Glassboro, N. J., et al, for am facilities.

By Hearing Examiner Basil P. Cooper

Broadcast Bureau—Granted petition for extension of time to and including Aug. 30, to file proposed finding in re applications of KNAC-TV Ft. Smith, Ark.

By Hearing Examiner J. D. Bond

Granted petition of Commission counsel for extension of time to file proposed findings and briefs from Aug. 1 to Aug. 5, and time for filing reply briefs was extended from Aug. 10 to Aug. 25, in re suspension of operator licenses of Roald W. Didriksen, San Francisco, et al.
WDOD Bcstg. Corp., Mountain City Tele. Inc., Chattanooga, Tenn.—By agreement of counsel, ordered further hearing in re applications for ch. 3, shall commence on Sept. 7.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of August 5

KLEN Killeen, Tex.—Granted license for new am station; 1050 kc, 250 w D.
KCUL Ft. Worth, Tex.—Granted license covering replacement of expired cp for increase in power, etc.
KXXL Monterey, Calif.—Granted license for new am station; 630 kc, 1 kw, DA unl.
WKAR East Lansing, Mich.—Granted mod. of license to change name to State Board of Agriculture.
WATO Oak Ridge, Tenn.—Granted authority to operate trans. by remote control.
KFNL Denver, Colo.—Granted authority to operate trans. by remote control.
KFML (FM) Golden, Colo.—Granted mod. of license to change studio site to Denver.
WAUG-FM Augusta, Ga.—Granted extension of STA for waiver of rules to permit station to remain silent for period ending Aug. 29.
WOL-FM Washington, D. C.—Granted request to cancel authorization to mount fm antenna on am tower since it is not feasible to complete project.
WXHR (FM) Woburn, Mass.—Granted cp to change ERP from 6.9 to 20 kw.
WGHF (FM) New York, N. Y.—Granted transfer of control from Air Music, Inc. to Musak Corp. Corporate change only.
WKAR-FM East Lansing, Mich.—Granted mod. of license to change name to State Board of Agriculture.
WKAR-TV East Lansing, Mich.—Granted mod. of cp to change name to State Board of Agriculture.
WJBK-TV Detroit, Mich.—Granted mod. of cp to change type ant. and make other equipment change.
KHAS-TV Hastings, Nebr.—Granted mod. of cp to change studio location to site of trans., install new ant. system and make other equipment change; visual 100 kw, aural 50 kw; ant. 730 ft.

Following stations were granted mod. of cp's for extension of completion dates, as shown: WAIM-TV Anderson, S. C., to 2-14-56; KWHO Salt Lake City, to 12-6-55; KAUS Austin, Minn., to 10-1-55, condition; WCOC-TV Meridian, Miss., to 2-12-56; WNDU-TV Notre Dame, Ind., to 2-11-56; WJMR-TV New Orleans, to 2-2-56; KOVR (TV) Stockton, Calif., to 2-6-56.

Actions of August 4

KTBS-TV Shreveport, La.—Granted STA to operate commercially on ch. 3 for period ending Dec. 1.
WTHS-TV Miami, Fla.—Granted STA to operate non-commercial educational station on ch. 2 for period ending Nov. 11.
WJDX-AM-FM Jackson, Miss.—Granted transfer of control of licensee from Atlantic Life Ins. Co. to Life Companies Inc. Corporate change only.
KYES Roseburg, Ore.—Granted authority to operate trans. by remote control.
Following stations were granted extension of completion dates as shown: WLOS-TV Asheville, N. C., to 2-9-56; WICC-TV Bridgeport, Conn., to 3-2-56.

Actions of August 3

KBTV (TV) Denver, Colo.—Granted license for tv station; ch. 9; ERP visual 282 kw; aural 141 kw; ant. 950 ft.
WSUN-TV St. Petersburg, Fla.—Granted mod. of cp to change ERP to visual 200 kw, aural 100 kw, and make antenna changes.
WOCH North Vernon, Ind.—Granted request for extension of waiver of rules to sign-off each evening at 5 p.m. CST, for period ending Sept. 1.
KCSM (FM) San Mateo, Calif.—Granted cp to change ERP from 10 w to 160 w; change trans. and studio locations and make change in ant. system. Condition.
WSYD Mount Airy, N. C.—Granted mod. of cp for extension of completion date to 12-13-55.
WBLK Clarksburg, W. Va.—Granted mod. of cp for extension of completion date to 3-1-56.

Actions of August 2

WCDL Carbondale, Pa.—Granted license covering change in ant.-trans. location and cancellation of remote control authority.
WHLN Harlan, Ky.—Granted license covering changes in facilities.
KOSF Nacogdoches, Tex.—Granted cp to move trans. and studio locations and to operate trans. by remote control.
WRBL-FM Columbus, Ga.—Granted license covering change in fm station.
Following were granted mod. of cp's for extension of completion dates as shown: WNBG Grundy, Va., to 10-1-55; KECC Pittsburg, Calif., to 1-22-56, condition; KRWC Forest Grove, Ore., to 9-15-55.

Actions of August 1

WFLW Monticello, Ky.—Granted license for new am station.
WBMC McMinnville, Tenn.—Granted license for new am station.
The following were granted licenses covering cp's for new am stations: WRIV Suffolk Bcstg. Corp., Riverhead, N. Y.; KLOV Loveland Broadcasters, Loveland, Colo.; WMTA Central City-Greenville Bcstg. Co., Central City, Ky.; WSEV Smoky Mountain Bcstg. Corp., Sevierville, Tenn.; WMRI Chronicle Pub. Co., Marion, Ind.; WKIN West Tennessee Bcstg. Co., Milan, Tenn.
WBRW Welch, W. Va.—Granted cancellation of license and deletion of call letters.
KLAK Lakewood, Colo.—Granted assignment of license to Lakewood Bcstg. Service Inc. No change in ownership.
KSPT Sandpoint, Idaho—Granted cp to change ant., trans. and studio locations; make changes in ant. system and operate trans. by remote control.
WIAM Williamston, N. C.—Granted authority to operate trans. by remote control.

August 10 Applications

Accepted for Filing

Renewal of License

WION Ionia, Mich.; WDOG Marine City, Mich.; WWST Wooster, Ohio.

Modification of Cp

WHFC-TV Chicago, Ill.—Seeks mod. of cp to extend completion date to 3-7-56.
WTOB-TV Winston-Salem, N. C.—Seeks mod. of cp to extend completion date to 3-3-56.
KTVQ (TV) Oklahoma City, Okla.—Seeks mod. of cp to extend completion date to 2-11-56.
WSEE (TV) Erie, Pa.—Seeks mod. of cp to extend completion date to 3-1-56.
WHP-TV Harrisburg, Pa.—Seeks mod. of cp to extend completion date to 3-1-56.
WKJF-TV Pittsburgh, Pa.—Seeks mod. of cp to extend completion date to 3-1-56.
KGBT-TV Harlingen, Tex.—Seeks mod. of cp to extend completion date to 2-1-56.

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RADIO

Help Wanted

Managerial

Eastern daytimer needs young married assistant manager immediately. Must have announcing experience, car and be willing to take air shift during indoctrination period. Assistant managership guaranteed by end of year. Send tape, resume, references and recent photograph. Box 432C, B•T.

If you are looking for a permanent managerial job and are willing to settle down and become an integral part of a one station eastern-southern community (CBS affiliate), I have an immediate opening. But first you must be able to manage, sell, take part in many community and civic affairs and become Mr. Radio in a friendly community of 150,000. The salary will be basic, but your real "rainy day" money will come from your annual commissions. The potential income will rival that of any medium-size station. Give full details, references, picture, first letter to Box 488C, B•T.

Manager—strong commercial to establish profitable WSHE, new station 950kc in Sheboygan, Wisconsin. Good market, excellent facility. Bensman, 1210 North 8th Street, Sheboygan, Wisconsin.

Manager-saleman. New kw indie — Clarksdale, Miss. Southerner—25-38—family—cost-conscious—detailed-minded. Must have excellent personal sales record—top references. Make $500-$900 mo. with progressive broadcaster. Immediate. Call John McLendon—37830, Jackson, Miss.—46541 Clarksdale, Miss.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Experienced radio time salesman. Guarantee $380 and commission. Send references and photo. KCHJ, P.O. Box 262, Delano, California.

WLIB, with largest Negro audience in New York City, wants a top salesman with solid New York agency contacts. WLIB's high rated Negro programs afford unique selling opportunity. Expanding staff. Excellent opportunity for experienced account executive. Inquiries in writing only with full references, experience. Harry Novik General Manager, WLIB, 2090 Seventh Avenue, New York 27.

Sales-sports. Opening for experienced salesman who can sell, service. Make friends of his accounts. Opportunity for play-by-play sports if you have ability and desire. Opening September 1st created by promotion of present man to larger market after five years here. Straight sales or sales-sports man both invited to apply. WMIX Mount Vernon, Illinois.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted: Personality; "country music" type preferred. Sell and do own show. 25% commission. Good regional station, active account list. Good salary first three months. State age, past experience. Include photo. Box 225C, B•T.

Competent staff man for kilowatt net affiliate. Great Lakes area. Good working conditions. Send photo, tape, resume. Box 392C, B•T.

Humorous DJ-flowing adlib, stage, tv acting experience. Informal slang, vernacular approach on chatter—Crosbyish. Midwest, single. Box 431C, B•T.

Wanted: Top "morning man" who will have the whole town talking. Personality who can sell on air and maintain strong relationship with advertisers. Right man guaranteed $200 per week start can earn $350 week or more. CBS station good southeastern market. Photo, full information first letter. Box 466C, B•T.

Wanted: announcer for combined vhf and am operation should be able to high school football and also tv weather, sports and good commercial. Send tape, photo and references. Tapes will be returned. Box 470C, B•T.

Wanted: Highly respected New England independent needs morning music man who can make listeners feel that every day is a "great day." Must be able to make friends and influence listeners. Pleasant community . . . excellent facilities . . . air conditioned studios . . . congenial staff . . . all benefits. If you'd like to build a reputation (a good one only) and know how, write Box 451C, B•T.

Top rated 5kw, CBS radio and NBC-TV in large upper midwest market has opening for evening announcer—DJ. Heavy voice preferred with emphasis on DJ. On-camera commercial work included with radio shift. $300 base plus talent for radio commercial programs and tv spot commercials. Progressive station with profit sharing plan, employee insurance, hospitalization, yearly bonus and paid vacations. Send tape, picture and resume with first letter. Position begins September 5th. Box 487C, B•T.

Announcer—first phone western music morning man for top rated DJ station. Engineering ability unimportant, announcing primary importance. Top salary for right man. Send complete details to Station KDAV, Box 1319, Lubbock, Texas.

Midwestern announcer, first phone, morning man. Good pay, working conditions, rush details. KDKD, Clinton, Missouri.

California medium market station, 1000 watt regional, needs top-flight announcer with first phone ticket. Versatile as salesman, disc jockey, fairly experienced. Send all details and tape cut at 7½ rpm and recent photograph. Immediate opening, good working conditions. KSBW Radio and Television, Salinas, California.

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RADIO

Help Wanted—(Cont'd)

Experienced announcer for radio and television station. Send background, tape and references to WFLB, Fayetteville, N. C.

Experienced announcer for southern 5000 watt fulltime NBC station. 10 years on the air. University of Alabama located here. Send tape, background, references and approximate salary etc. to Gene Tibbett, WJRD, Tuscaloosa, Alabama.

Good morning man, experienced. Full details to Manager, WLEU, Erie, Pa.

Combo announcer and salesman needed September 1st. Good working conditions, good pay. Contact John T. Newman, Manager, WLSE, Wallace, N. C.

Staffing WSHE, new 500 w, 950 kc daytimer. Need announcers, first class ticket, emphasis announcing; salesmen, etc. Bensman, 1210 North Eighth, Sheybogan, Wisconsin.

Experienced announcer with first class ticket for night shift. Radio Station WWPF, Palatka, Fla.

Opening for two experienced announcers September 5th. Permanent location, good hours and pleasant working conditions. News and music announcing, one strong on country music. Tape, photo, references and resume. Box 1779, Pampa, Texas.

Technical

Wanted: Chief engineer, Montana's most modern station, 250 watts, network affiliate. Immediate opening. Fine future for right man. State qualifications, experience. Contact I. A. Elliot, KATL, Miles City, Montana.

Wanted immediately: First class licensed engineer familiar with control room operation. Contact Chief Engineer, KSCB, Liberal, Kans.

Programming-Production, Others

Want to learn news? Young, single announcer with good voice and delivery and some writing ability. Edit, rewrite and some staff. Active community of 20,000. Apply in full with brief tape if possible. Box 110C, B•T.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box 232C, B•T.

Wanted. Traffic secretary, typing and shorthand required. Previous experience helpful, but not necessary—intelligent girl can be trained. Permanent position in attractive working surroundings. Michigan radio station. Box 387C, B•T.

Wanted: Copywriter who believes that effective copy is the key to successful radio . . . and knows how to write it. If you can influence buying with the written word, you may be the guy (or gal) who can satisfy our clients and sell his goods on one of New England's top independents. Write Box 450C, B•T.

News writer, New England station. Heavy on local news. Experience desired but not necessary. Box 456C, B•T.

Program director, metropolitan area. Emphasis on administration. Must be experienced. Box 457C, B•T.

News director: Wanted immediately for progressive Michigan station. Must be experienced reporter, writer, broadcaster. Programming being revamped to become strong news station. Send photo, tape and full background details to Box 473C, B•T.

News reporter wanted. Must have news writing or newspaper experience and with ability to broadcast. Good opportunity. Full details in first letter to WNBH, New Bedford, Mass.

Continuity writer needed for Wisconsin's newest 1000 watt station. Send full details and samples of copy to Robert Bodden. General Manager, WSWW, Platteville, Wisconsin.

Program director—assistant manager. New kw, Clarksdale, Miss. Southern—25-35—family—voice. Experienced all phases news-music-events operation. Top references. Excellent working conditions. Permanent position with progressive broadcaster. Immediate. Call John McLendon, 37830, Jackson, Miss.—46541, Clarksdale, Miss.

Situations Wanted

Managerial

Just sold Florida 5 kw. Would like to be considered as general manager for radio station midwest. Preferably Ohio, Michigan, Indiana, Illinois. Would consider other territory. Could make nominal investment. Proven record. Have sales staff ready to join me immediately. Write Box 340C, B•T.

RADIO

Situations Wanted—(Cont'd)

Experienced sales manager with successful record in both radio and television. Good at organization and direction. Strong personal sales record with established national contacts. Sound company executive type, not a one-man-revolution. Now employed. Available in reasonable notice. Earning requirements from $9,600. Resume available. Communications confidential. Box 453C, B•T.

Local sales manager with an outstanding sales record and twelve years of radio sales experience, interested in change. Write Box 459C, B•T.

12 years experience all phases radio. Want to manage or buy into small Arkansas-Texas-Louisiana station: 30 years old. Presently employed 50kw station. Box 465C, B•T.

General manager—21 years radio, desires relocate. Excellent record, references, reputation in industry. Experienced single station and competitive markets, network and independent operations. Prefer east. Box 471C, B•T.

Manager. Now available. Eighteen years experience. Reliable, efficient, progressive. References. Box 474C, B•T.

Salesmen

Young man, 4½ years broadcasting, would like to work into sales position. Object: Chance to advance. Box 449C, B•T.

Announcers

Experienced DJ-announcer. Young, talented, college, car, third ticket, married. Stable, looking for spot with progressive station. Box 269C, B•T.

Top sportscaster, 8½ years experience in sports-conscious cities like Peoria, Omaha, and Houston, 1300 play-by-play broadcasts, baseball, football, basketball, boxing. Two seasons announcing Texas League games. Desires connection with station carrying solid schedule of baseball, football, basketball. 32, family man, top references. Available September fifteenth. Box 322C, B•T.

Announcer - journalist - program director — nine years radio, four as journalist. Can sell. Top references. Conscientious, stable. Veteran-family. Desire permanency. Northeast preferred, but will travel. Interview within 200 miles of Pittsburgh. Box 372C, B•T.

First phone—4 years experience, married, veteran. Michigan (Detroit area) desired. Permanent. News or sports. Box 399C, B•T.

Sportscaster, 5 years, employed. Basketball, football, baseball. Desire permanency. College grad, 29, married. Box 402C, B•T.

Experienced announcer desires position with small congenial station in east. Box 415C, B•T.

Station staff—veteran, 24, married-dependable. Potential-smooth friendly delivery for DJ—also news, sports, light experience. Tape, references. Box 417C, B•T.

Announcer, excellent news, good DJ, sells commercials, tape and resume. Box 425C, B•T.

Good quality announcer—over six years experience—presently employed—family man—better than average salary required—central midwest region preferred. Box 441C, B•T.

Country DJ-musician for promotion minded station. No character. Ten years experience including tv. Presently employed staff announcer. Available Sept. Third ticket. Let's correspond now. Ohio, anywhere. Box 442C, B•T.

Staff—special events, MC, DJ. Also write. Experienced; currently in top Canadian market. Married, 26. Box 455C, B•T.

Personality DJ-program director with 5 years radio experience, looking for position in northeastern section U. S. Would also like a try at television. Box 460C, B•T.

Versatile announcer. Mature, reliable. Excellent news delivery, good on remotes—classical program post. Trained news editor, can write and create own program. Tape on request. Box 467C, B•T.

Sports play-by-play. Experienced in football-basketball-baseball. College graduate. Single. Will travel. Resume on request. Box 469C, B•T.

Experienced staff announcer—also strong interest in sports—willing to travel midwest or northern area—must relocate, tape, resume. Box 477C, B•T.

Top deejay—5 years experience. Can pitch or purr with best results. Really knows music, top rating in highly competitive market, seeking larger progressive market. Best references, tape, resume. Box 479C, B•T.

Announcer, 4 years, excellent commercials, DJ speciality. Married. Immediate availablity. Box 480C, B•T.

RADIO

Situations Wanted—(Cont'd)

Platter spinner: Sportscaster and news man. Veteran, single. Tape on request. Box 481C, B•T.

Commercial announcer, news, DJ, married. Send for tape, resume, personal interview. Judge for yourself. Available after August 22nd. Box 482C, B•T.

Negro deejay, light experience, emphasis news, commercials, willing to work hard. Box 472C, B•T.

Experienced, attractive, young woman. College graduate, radio, had woman's, children's variety shows, control board, third class—copy, selling—desires interesting air job in station within commuting distance New York, car. Box 483C, B•T.

Experienced DJ, newscaster, family man, will travel, willing to travel, will try selling. Prefer N.W. Tape, resume upon request. Peter Donnelly, 1208 First Ave., N.Y.C.

Announcer; experienced; employed; desire progressive organization; good voice; college BA, MA; sales background; tape; welcome interview; Larry Durand, 1421 Deane Blvd., Racine, Wisconsin; Phone 3-2568.

Announcer-staff, personable DJ, strong news. Good commercials, resume, references, tape on request. Robert Farrington, 214 Beach 117 Street, Rockaway Beach, N. Y.

Top announcer, seven years experience, operational change forcing dismissal, best references. Pete Griffin, WPDX, Clarksburg, W. Va.

Experienced announcer, DJ and newscaster. Single. Attention southwest. Tape on request. Julius Konrad, Jr., 1307 125th Street, College Point 56, New York.

DJ - announcer - sales 3 years experience—1st ticket. Write or call. Dale Leitzman, 4509 Franklin Road, Lawrence, Ind.

Announcer, news, DJ. School-grad, summer replacement, one man operation. Want permanent position, small station. Tape, resume available. Jerry Peterson, 26 High, Greenville, Pa. Phone 1383-M.

RADIO

Situations Wanted—(Cont'd)

Announcer. Radio school graduate well versed all phases. Limited experience, vet, single, free to relocate. Mr. Fred Reinan Jr., 10 Wildwood Road, Cromwell, Conn.

Sports-staff announcer, five years play-by-play experience. Looking for good opportunity in fall season. Presently employed. Tape, resume, on request. Mike Wynn, Box 701, Logan, West Virginia.

Technical

1st phone, 3 years, experience in N. Y. State and N. Y. C. Available Sept. 1st. Box 337C, B•T.

Graduate engineer-announcer, plenty of experience. Box 375C, B•T.

Engineer—first phone. Experienced am-fm. Desires transmitter or studio work. Was chief engineer and installed one of largest fm stations in midwest. Good references. Box 412C, B•T.

Job worth to settle down in wanted. Ten years experience am-fm-tv engineer, am chief engineer. Fully qualified, age 31. For complete details, contact Box 463C, B•T.

Engineer with electronic background. Nineteen years broadcasting. Design, installation, and maintenance. Want chief small city. Interested Carolinas. Consider any. No announcing. Box 475C, B•T.

Programming-Production, Others

Continuity man—six years experience radio-tv, mostly copy, some deejay, tv production, direction, AB, single. Available September 5. Prefer south. Box 185C, B•T.

Newsman - announcer, thoroughly experienced journalism graduate, top news and commercial voice, good salary and future required. Box 443C, B•T.

Powerful programmer! Program manager, 3 years tv; 13 radio; seeks good potential leading to management in either field; delivers programs with substance and with off beat; also background station promotion, film buying, national sales, air personality; mature judgment; community conscious. Box 454C, B•T.

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WOodlawn 3-8000, Ext. PY-6573

3 Mr. J. N. Thayer, Mgr.
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1315 South Wabash Avenue
Chicago 5, Illinois
WEbster 9-6117

4 Mr. H. W. Dover, Mgr.
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Hollywood 38, California
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RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary
Camden 8, New Jersey

RADIO

Situations Wanted—(Cont'd)

After 13 years New York radio and television want change. Have you a program director's job? Box 461C, B•T.

TELEVISION

Help Wanted

Salesmen

Salesman—for growing midwest tv station. Unlimited opportunities for the right person. Please write Box 458C, B•T.

Seeking well qualified salesman of good character and sufficient production record to indicate ability to create and close. Local and regional list now with national spot opportunity. Salary and commission. Write or call John Dobson, Sales Manager, WCAX-TV, Burlington, Vermont.

Announcers

Announcer: One of the nation's top markets has opening for versatile staff announcer in tv. Send tape and photo with resume. Box 484C, B•T.

Wanted: Experienced announcer for vhf network station. Person with accent on ad-lib sales ability on camera. Send full particulars and photo first letter. Ernie Greup, Program Director, WTVD, Durham, N. C.

Technical

Supervisor for new metropolitan tv station. Detail experience, education, references, availablity, etc. first letter. Salary $7,000 plus. Box 445C, B•T.

Growing V has new openings for tv trainees or experienced engineers Box 421C, B•T.

Experienced transmitter engineer, high power vhf immediately. Strum, Box 387, Huntington, West Virginia.

Programming-Production, Others

New vhf CBS affiliate in top southern market needs experienced sales-promotion-merchandising man. Salary open. Exceptionally good future for right man. Prefer married, community interested type. No hot shots. Send complete resume and picture to Box 347C, B•T.

Tv continuity writer needed at once. High power vhf with greatest coverage in state. Excellent opportunity to become part of fast growing tv operation. Need person with solid selling copy ideas. Box 388C, B•T.

Tv floor director-director needed at once by high power vhf with greatest coverage in state. Need man with ideas and ability to work floor and do associated floor duties. Will use this man as director so director experience essential. Opportunity to grow with advancing station. Box 389C, B•T.

Kinescope operator thoroughly experienced on GPL recorder. Excellent opportunity for right man to make name for self in industry. Top salary. Metropolitan tv station. State all particulars first letter. Box 446C, B•T.

Wanted: Top qualified personnel for traffic and continuity. State education, experience, age references, and the starting salary desired. Box 464C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Continuity writer to take over department for NBC affiliated tv station. Write J. W. Kelin, WTVO, Box 470, Rockford, Illinois.

SITUATIONS WANTED

Announcers

Announcer-newscaster, presently employed. Two years radio experience . . . news—commercials—DJ-man on the street. Desires opportunity with am-tv organization or just tv. Single, vet, 25. Graduate of a broadcast arts school. Capable-confident-sincere. Box 462C, B•T.

Tv announcer. Specialty—kids shows—variety shows—top commercial announcer. Have won two national awards; will send brochure; 7 years tv. Looking for show. No staff work. $175 week. Best of references. Available in two weeks. Box 485C, B•T.

Fine announcer, employed, seeks position successful vhf. Four years radio, tv. Age 30, married, good education. Box 486C, B•T.

Programming-Production, Others

Versatile, 3 years medium market producer-director, film director. All phases tv production. Desire similar capacity with sound progressive operation. Single, 30, have MS. Available reasonable notice. Prefer east but consider any offer. Box 385C, B•T.

Film director, editor, photographer, very reliable, conscientious, 2 years tv—7 years photographer—news and commercial. Family man, free to relocate. Box 444C, B•T.

Vhf program manager desires California sales position. Sales, programming, production experience. Top industry references. Available Sept. Box 468C, B•T.

Tv director, 3 years tv, 5 radio, seeks position where quality production is foremost consideration. Box 476C, B•T.

Film director, 2½ years experience, all phases of films including editing, supervising, distribution. Radio and tv for six years. Directing background, 32, married. Desire relocation. Box 478C, B•T.

FOR SALE

Stations

Florida small market $67,000; Alabama daytime, $55,000; Mississippi local, $38,000. Terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Equipment

Two Ampex model 450 tape reproducers with automatic reversals. Continuous music on fourteen inch reels. Used only a few hundred hours. Substantial reduction from original cost. Box 448C, B•T.

FOR SALE—(Cont'd)

For sale—300 ft. triangular Blaw Knox guyed tower; good condition; make offer standing; easily accessible, or knocked down, F.O.B. Du Bois; tower, guys, lighting. WCED, Du Bois, Pa.

Two RCA TK20 film cameras MI-26020 (modified preamplified and edge light per RCA), 2 camera pedestals MI-26050, 2 camera controls MI-26075, 1 multiplexer MI-26318, 1 RCA TS-1A switcher, 1TA-10A mixer amplifier and 1 type 715-B oscilloscope; 8 Allen & Olsen four lamp and 9 eight lamp instant start slimline fluorescent fixtures with external ballasts; 2 Kliegl TV464CBG slimline fixture on roller caster. All the above in good condition. Full details on request. Charles Jeffers, WOAI-TV San Antonio, Texas.

Used W.E. high efficiency 405-B-1 5 kw transmitter in excellent condition with spares. W. O'rr Cozzens, Intermountain Network, 146 South Main St., Salt Lake City 1, Utah.

For sale: 700 feet of RCA wave guide type WR-1150, complete with terminations and hangers. Contact A. A. Snowberger, United Broadcasting Co., Washington, D. C., or phone RE 7-8000.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Conelrad frequencies crystal regrinding, etc., fastest service. Send for catalog. Also monitor and frequency measuring service. Edison Electronic Company, Temple, Texas.

For sale: 28 fm cyrstal control receivers, 102.5 megacycles, used in buses. New spare tubes and parts for 451.A1 WE 250 watt transmitter and 506-B2 10 kw fm. 275 foot Blaw Knox tower. Box 702, Roanoke, Virginia. Telephone 2-3131.

WANTED TO BUY

Stations

Financially qualified, experienced and successful station owners want to buy for cash or terms—am station in one or two station market in Pennsylvania or New Jersey. No brokers, all replies confidential. Box 430C, B•T.

Equipment, Etc.

Urgently need one complete 900 mc studio transmitter link complete with antennas. Prefer good used equipment. Box 321C, B•T.

Wanted: Used television equipment for Channel 2, power 2 to 10 kw transmitter, antenna, and video equipment. Box 452C, B•T.

Wanted to buy: RCA TM6A or 6B master monitor complee with power supply. Must be in good condition. Contact Bill Hargan, KSBW-TV, Salinas, Calif.

Studio console for recording work. Advise condition and price. Darrell Dorsey, KWPC, Muscatine, Iowa.

Wanted: Used lighting, rear screen projector, immediately. Strum, Box 387, Huntington, West Virginia.

INSTRUCTION

Get your FCC first phone license quickly. Intensive, personalized instruction by correspondence or in residence—Washington, D. C., or Hollywood, Calif. For details, write Dept. 1-M, Grantham School, 737 11th Street N. W., Washington, D. C., or 5910 Sunset Blvd., Hollywood 28, Calif.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

Starting—1st class FCC license groups. Day—6, evenings—10 weeks. Intensive, qualified instruction. Avery-Elkins, 1733 Broadway, New York City. Plaza 7-1858.

COMMUNICATION TRANSMITTER DEVELOPMENT AND TV SYSTEMS ENGINEERS

Immediate opening in expanding engineering department for men with manufacturing experience in communication transmitters, or TV systems engineering. Complete employe benefits. Salary open. State complete details including RF Spectrum familiarity. If possible include photo. Write Roger M. Veach, Gates Radio Company, Quincy, Illinois.

RADIO

Help Wanted

Managerial

RADIO STATION MANAGER

To Manage Six Radio Stations

Must be aggressive, highly promotional. Exceptional and most unusual opportunity. Small capital investment required to show good faith. Write giving complete background and experience to Mr. J. Lucas, 2 Cedar Drive, Canton, Mass.

Salesman

SALESMAN

Experienced radio salesman wanted immediately with top references. Good paying situation. Send full details to

Dave Button
Manager
Radio Station KSVP
Artesia, N. M.

Announcers

ANNOUNCERS WANTED

Philadelphia's foremost network-local operation seeks outstandingly talented on-the-air personnel.

Prove your case by detailing experience, demonstrating performance. If you sell US you'll sign on for a fixed salary . . . generous commercial fees . . . wide open opportunity in an important radio-TV market.

Send disc, typewritten resume and non-returnable photo to: Jack Steck, Executive Program Director

WFIL WFIL-TV

46th & Market Streets
PHILADELPHIA 39, PA.

Technical

WANTED

Transmitter engineer with car 50 kw experience preferred
Midwest location
Reply
BOX 447C, B•T

RADIO

Situations Wanted

Managerial

NEED EXPERIENCED MAN?

Seasoned veteran with 17 years experience all phases of commercial broadcasting available. Excellent managerial and sales record. Willing to accept combination Manager-Program Director position in smaller station. Best references.

Box 194C, B•T

Announcers

TOP SPORTSCASTER AVAILABLE SEPTEMBER 1st

Sports Director, 5 kw AM-TV in Southern capitol. 8 years play-by-play includes minor league baseball past 6 seasons at present station, along with major college football, basketball, boxing (major Bowl and NCAA tournaments). Current top-rated sports shows on radio/TV. On-air tapes of all events available. Finest references. Accept sound Sports Director's position or individual play-by-play assignments.

Box 376C, B•T

FOR SALE

Equipment

FOR SALE!
TELEVISION STUDIO EQUIPMENT

Purchased new by us and never in broadcast use. Will make attractive proposition on entire lot:

		COST:
1	G-E Film Camera Channel, Type PE-5-A	$11,500.00
1	G-E Studio Camera Channel, Type 4 PE 7 B 1	15,800.00
1	G-P-L 16 mm Projector	4,700.00
1	G-E Synchronizing Generator	3,150.00
1	G-E Calibration Monitor Console incl. TM-8-A Monitor	2,890.00
1	G-E Program Switching Panel, TC-21-A	1,590.00
1	G-E Electronic Video Mixer, TV-19-A	1,610.00
2	G-E Power Supplies, TP-12-A, @ $850.00	1,700.00
1	G-E Slide Projector, PF-3-C	2,750.00
5	G-E Cabinet Racks, PR-1-A, @ $195.00	975.00
1	Dumitter	550.00
1	Oricon Pro Camera, complete with all accessories incl. Lens Turret, Tripod and Case—(Never Used)	2,500.00
		$49,715.00

Contact:
Walt Berger
Station KXOA
Sacramento 15, Calif.
Phone WAbash 5-2717

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

UPCOMING

AUGUST

Aug. 14-Sept. 3: National Assn. of Educational Broadcasters television production workshop, State U. of Iowa, Iowa City.
Aug. 15-18: AIEE Pacific General Meeting, Finlen Hotel, Butte, Mont.
Aug. 20-21: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
Aug. 20-22: Georgia Assn. of Broadcasters, King and Prince Hotel, St. Simon's Island.
Aug. 22: RAB Clinic, Los Angeles.
Aug. 23: RAB Clinic, San Francisco.
Aug. 24: RAB Clinic, Portland, Ore.
Aug. 24-26: West Coast Electronics Manufacturers Assn. and Los Angeles and San Francisco Institute of Radio Engineers sections show and convention, San Francisco.
Aug. 25: RAB Clinic, Seattle, Wash.
Aug. 26: RAB Clinic, Boise, Idaho.

SEPTEMBER

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri, Columbia.
Sept. 2-4: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.
Sept. 6: RAB Clinic, Atlanta.
Sept. 7: RAB Clinic, Charleston, S. C.
Sept. 8: RAB Clinic, Raleigh, N. C.
Sept. 9: RAB Clinic, Norfolk, Va.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 15-16: Michigan Assn. of Broadcasters, Hidden Valley, Gaylord.
Sept. 15-16: Michigan AP Broadcasters Assn., Hidden Valley, Gaylord.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Tampa, Fla.
Sept. 20: RAB Clinic, Birmingham, Ala.
Sept. 21: RAB Clinic, Baton Rouge, La.
Sept. 22: RAB Clinic, Knoxville, Tenn.
Sept. 23: RAB Clinic, Charleston, W. Va.
Sept. 23-24: IRE Professional Group on Broadcasting Transmission Systems, Hamilton Hotel, Washington.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.

NARTB Regional Meetings

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-21	Edgewater Beach Hotel, Chicago
Region 1 (Dist. 1, 2, New England States, N. Y., N. J.)	Sept. 21-23	Saranac Inn, Saranac, N. Y.
Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 28-30	St. Charles Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

WANTED TO BUY

Stations

Unhappy Radio Station Owner

Sick and tired of low or no profits, management and personnel headaches, glib-tongue would-be experts who flop? Like to get out with your REAL investment back? I will buy your station and get you off the hook if realistically priced. Have substantial cash, 20 years of top-flight radio know-how and ready to act. No idle looker—no broker. Level with me on taking price, terms and honest operating figures and you've got a buyer. If potential is there, bad figures won't scare me off but over-priced speculation-built property will. Fully confidential. Box 440C, B•T.

editorials

Time for Time Change

BROADCASTERS and the radio-tv audience have always been inconvenienced during summer months when some parts of the country go on daylight time and others stay on standard.

This year further complications are to be added because some areas will stay on daylight through October, a month later than the return to standard in the past.

The dislocations that will ensue are obvious. Since networks will adhere to daylight schedules through October, their affiliates in those areas which have been on daylight but will return to standard on the traditional last Sunday in September are confronted with serious rescheduling problems.

For radio affiliates the problem is perhaps less difficult than for tv. The use of tape recording permits a radio station to record and reschedule network programs. Hot kinescoping for delayed telecasts is a more complicated and expensive operation and with some loss in quality.

But for both radio and tv stations the complete revision of network schedules means complete revision of local schedules as well. Any way you look it, the time inconsistency is troublesome.

It is a situation about which there has been much grumbling but little action. Year after year broadcasters have complained about the need to spend time and money reorientating themselves to summer time problems. Year after year they have done nothing as a group to try to remedy the situation.

Essentially the daylight vs. standard controversy is a local option affair. In farming areas the preference is for standard because, the argument goes, cows won't change their milk production schedules to fit "fast" time.

We venture, however, that if broadcasters made a united effort to straighten out the nation's clocks, they would find much public support, perhaps even in rural districts. The farmer is especially attentive to radio and tv and hence must feel especially discommoded by the annual summer shuffle on the airways.

At all events, it is worth a try to get the country back on a uniform time structure in the summer. The try should be made by broadcasters through their trade association.

THERE is great news out of the Radio Advertising Bureau.

An RAB study shows local radio sales are moving at the fastest clip in the history of radio advertising. This will come as no great surprise to most stations, for 82.5% of them, according to RAB, are racking up more local sales now than a year ago, with some gains ranging up to 190%.

There is a lesson as well as news in RAB's findings. Most stations credited their local sales gains to improved selling and promotion. The market that stations are tapping runs a gamut that would have seemed incredible a few years ago. It ranges from the old standbys to such diverse local advertisers as utilities, title insurance companies, rug clearners, banks and food brokers, and, incidentally, finds the newspapers' traditional pet—department stores—in an amazing third place.

There has been no doubt that radio, the truly mass medium, goes everywhere to reach and sell people. RAB's findings make it clear that with vision and aggressiveness radio also can go anywhere to sell the people who have something to sell.

English (Should Be) Spoken Here

AMERICAN youth today is getting its language pattern from the people it watches on the nation's tv screens or hears through radio speakers—and parents aren't overjoyed with the results.

Newscasters and commentators like Edward R. Murrow, John Daly and John Cameron Swazey are among the best exponents of spoken English. It is not to them that the parents object. Nor do they condemn such dialecticians as Herb Shriner, whose tortured speech is an inherent part of the act. But when variety show m.c.'s and others who are not playing character roles repeatedly say "it don't," "between you and I," "those kinda things" and the like, then parents do object.

Before the electronic age, the youngsters learned their English usage from the pages of newspapers which, while written in words more vigorous and colorful than the language of the school books, were just as scrupulously edited. Today, this responsibility has in the main passed to the script editors of radio and tv, who too frequently have not accepted it wholeheartedly.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"A special bulletin from the weather bureau . . . tornado warnings have just been issued for this area!"

Broadcasters, licensed to operate in the public interest, are frequently warned that their programs must not corrupt children's morals. The finger-pointers are usually overzealous reformers who would like to rid the air of all excitement. Parents are usually more realistic. That's why their concern is the less drastic but more pertinent problem of what the broadcast media are doing to their children's speech. They should be improving it.

Conelrad: Modern Paul Revere?

MISGIVINGS about the efficacy of Conelrad, the all-inclusive radio (am) project designed to warn America of impending air attack, have been expressed by some of the broadcasters who voluntarily have invested in equipment to the overall extent of more than $3 million. This publication voiced concern last June when Conelrad was ignored, without explanation, in Operation Alert which saw the simulated evacuation of 60 cities under imaginary atomic attack and relocation of the seat of government at several points distant from Washington.

The cooperating government agencies afterward explained that Conelrad was not included in the Operation Alert exercise because it would have meant the silencing of all except the some 1,300 Conelrad stations during the test period. But it was apparent also that these government groups feel that neither the public nor the nation's broadcasters fully understands the function of Conelrad. The public to date has never participated in a Conelrad test; all of them have been in early morning hours.

We would like to suggest that the nation's broadcasters be indoctrinated at the upcoming series of NARTB area meetings which begins Sept. 19 in Chicago. A team representing the Continental Air Defense Command, Civil Defense and the FCC could appear at each of the sessions and, as a panel, answer any questions in the minds of the broadcasters. Each session could well be scheduled on the second day of the three-day meeting—the day devoted to radio and tv, and at which an FCC commissioner will speak.

By coincidence, National Radio-Television Week is to be observed Sept. 18-24, when the first of the area meetings is kicked off. The cooperating government agencies favor a daytime Conelrad test, in which the public can participate—a sort of national radio fire drill, during which the 1,300 cooperating stations would switch to 640 and 1240 kc, with all other am, fm and tv stations silenced. That would be the acid test. A few minutes of time would be lost. But what a small price to pay for a dry run by the modern Paul Revere, testing a system that can warn 170 million Americans.

And what a centerpiece for the observance of National Radio-Television Week.

The time is short. But it can be done. It is in the public interest, and in the interest of the nation's broadcasters, who have a right to know whether their Conelrad investment is sound or a dud.

ASTING by Sid Ro

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LECASTING

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money

These four *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations *. . . and at the lowest cost per thousand!* (SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and 3¼ billion in spendable income. *(1955 Consumer Markets)*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative